REQUEST FOR COUNCIL ACTION

CITY COUNCIL MEETING DATE:

JULY 2, 2019

TITLE:

APPROVE AGREEMENT AMENDMENT WITH WESTBOUND COMMUNICATIONS, INC. FOR "READY OC" EMERGENCY PREPAREDNESS AND "IF YOU SEE SOMETHING, SAY SOMETHING™" PUBLIC AWARENESS CAMPAIGNS [STRATEGIC PLAN NO.1.6]

CITY MANAGER

RECOMMENDED ACTION

Authorize the City Manager and Clerk of the Council to execute an agreement amendment with Westbound Communications, Inc. for the continuation of the Ready OC Emergency Preparedness Campaign and the "If You See Something, Say Something™" Public Awareness Campaign. The amendment includes revisions and updates to the original scope of work, but does not increase the overall three-year agreement amount of $1,335,000. The amendment will cover the period of July 1, 2019 to June 30, 2020, subject to non-substantive changes approved by the City Manager and City Attorney.

DISCUSSION

The United States Department of Homeland Security has developed the Urban Areas Security Initiative (UASI) funding program. UASI is designed to address the unique planning, equipment, training, and exercise needs of high-threat, high-density urban areas and provides funds to local emergency first responders that assist in building an enhanced and sustainable capacity to prevent, protect, respond to, mitigate, and recover from acts of terrorism. The grant specifically provides funding for anti-terrorism equipment, planning, training, exercises, and technical assistance.

In Fiscal Year (FY) 2006, the United States Department of Homeland Security combined the Anaheim UASI and the Santa Ana UASI into a single Urban Area. The City of Santa Ana now shares grant administrative responsibilities with the City of Anaheim, annually alternating the function of lead administrative agency. Anaheim manages the grant during the even years (i.e., 2012, 2014 etc.), while Santa Ana manages the grant during the odd years (i.e., 2011, 2013, etc.).

On September 18, 2018, the City Council approved an agreement (#A-2018-225) to expand and enhance the ReadyOC Emergency Preparedness and "If You See Something, Say Something™" Public Awareness Campaigns through creative marketing strategies and outlets. The ReadyOC campaign utilizes a multi-media approach to educate residents and businesses within the community on the need to be prepared for emergency events while providing resources to help take the necessary steps. The "If You See Something, Say Something" Campaign seeks to inform the
community, and raise the awareness level, for reporting suspicious activity, persons, or objects to
the local authorities. Marketing strategies include the development of website and smart phone
applications for both campaigns, printed brochures and promotional materials, public service
announcements, and displays for community outreach events.

This original agreement was approved for one year with two one-year renewal options contingent
upon the receipt of a UASI Grant Award for the FY18 and FY19 grant programs. The FY18 UASI
Grant award has been received and project funds are sufficient to support the next cycle of the
campaigns. The first one-year renewal has been exercised and the proposed budget for the scope
of work being added meets the previously outlined and approved budget incorporated into the total
agreement amount of $1,335,000. During this year of the agreement, Westbound Communication
will implement a revised scope that includes several micro-campaigns, such as the School
Assemblies Outreach Program, Public Trauma and Active Shooter Training Program, and the Pet
Preparedness Program. Westbound Communications will also continue to maintain the campaign
websites and conduct updates to the social media platforms. The cost for this revised scope will be
covered by the original three-year agreement amount of $1,335,000. Therefore, staff is not seeking
an increase to the original agreement amount.

STRAEGIC PLAN ALIGNMENT

Approval of this item supports the City's efforts to meet Goal #1 Community Safety, Objective #6,
(enhance Public Safety integration, communications and community outreach).

FISCAL IMPACT

There is no fiscal impact section associated with this item. This amendment only changes the scope
of the agreement.

[Signature]
David Valentin
Chief of Police
Santa Ana Police Department

Exhibit. 1. First Amendment to Agreement with Westbound Communications, Inc.

25B-2
FIRST AMENDMENT TO AGREEMENT WITH WESTBOUND COMMUNICATIONS
TO PROVIDE COMMUNITY OUTREACH AND PROMOTIONAL SERVICES

THIS FIRST AMENDMENT to the above-referenced agreement is entered into on July 2, 2019, by and between Westbound Communications ("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. The parties entered into Agreement No. A-2018-225 ("Agreement") dated September 18, 2018, to provide 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. The term of the Agreement runs from September 18, 2018 and continues through June 30, 2019.

B. On June 19, 2019, the parties exercised the first of two (2) optional one-year extensions of the Agreement through June 30, 2020. The Agreement is current and in-effect.

C. The Agreement provided the various scopes of work for the ReadyOC (ROC) Emergency Preparedness Campaign and the "If You See Something, Say Something™" (S4) Public Awareness Campaign via funding through a grant from the Urban Areas Security Initiative ("UASI") for which the City has received funding for its next fiscal year.

D. The City, if granted further funds through UASI, will utilize the current Agreement to provide the services noted in the Agreement and in this First Amendment.

E. The parties now wish to replace the Scopes of Work originally provided as Exhibits A and B to match the needs for the new fiscal year funding noted above. In addition, the parties wish to further allow for revisions to the Scopes of Work for this new fiscal year, and any change to the Scope related to an extension to the Agreement, to be approved via a writing executed by the City Manager and the City Attorney.

F. As the Agreement progresses, the parties wish to make the process of approving changes to the Scopes of Work more efficient where the change to the Scope of Work does not amend the Compensation terms of the Agreement. The parties recognize and agree that any revisions to the Compensation terms of the Agreement are subject to approval by the City Council for the City of Santa Ana. This First Amendment to the Agreement does not amend the Compensation terms of the Agreement.

The Parties therefore agree:

1. Section 1, Scope of Work, is hereby amended to remove and replace Exhibit A and Exhibit B to the Agreement with Exhibit A-1 and Exhibit B-1 regarding the ReadyOC (ROC) Emergency Preparedness Campaign and the "If You See Something, Say Something™" (S4) Public Awareness Campaign. Revisions to the Scopes of Work, during the current extension of the Agreement, may at the sole discretion of the City, be approved in a writing executed by the City Manager and the City Attorney.

2. Section 3, Term, is hereby amended to include the following sentence: The City, upon its sole discretion, may adopt and revise the Scopes of Work to this Agreement through use of an optional extension letter to the Agreement.
3. Except as modified by this First Amendment, all terms and conditions of the Agreement shall remain in full force and effect.

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

ATTEST

NORMA MITRE
Acting Clerk of the Council

CITY OF SANTA ANA

KRISTINE RIDGE
City Manager

APPROVED AS TO FORM

SONIA R. CARVALHO
City Attorney

WESTBOUND COMMUNICATIONS

By: TAMARA BOGOSIAN
Assistant City Attorney

By: Scott Smith
Title: CEO

RECOMMENDED FOR APPROVAL

DAVID VALENTIN
Chief of Police

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GENERAL INFORMATION:

EXHIBIT A-1
FY18 READYOC STATEMENT OF WORK

The following Statement of Work (SOW) defines the principle 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 (herein after Santa Ana) and Westbound Communications (herein after WBC) for the contracted period.

WBC will supply the following services:

- ROC Website Management
  - Site content updating
  - Social media content updating
  - Site optimization
  - Site maintenance

- ROC Advertising and Promotional Communications
  - Paid advertising
  - Social media outreach
  - Broadcast news promotions
  - Media/corporate promotions
  - Publicity services

- Public Information Outreach Support for ROC Program
  - Multimedia production and outreach
  - Citizen and faith-based outreach

- Project Administration Services

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 WBC 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.

Westbound Responsibilities:
- Maintain project communications with Santa Ana’s Project Manager.
- Manage the efforts of the WBC staff and coordinate WBC activities with the Santa Ana Project Manager.
- 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.
- Provide timely responses, within ten (10) business days, to issues raised by Santa Ana’s Project Manager.
- 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.
- Prepare and submit project Change Proposals to Santa Ana’s Project Manager as necessary.
- Prepare and submit Task Completion Letter(s) with appropriate invoices to Santa Ana’s Project Manager.

Santa Ana Responsibilities:
- Maintain project communications with the WBC Project Manager.
- Manage the efforts of ROC involved staff and coordinate ROC activities with the WBC Project Manager.
- The Project Manager must ensure that personnel have ample time, resources, and expertise to carry out their respective tasks and responsibilities.
- The Project Manager or his designee will participate in status meetings with the WBC Project Manager on a monthly basis or as may otherwise be reasonably required to discuss project status.
- Provide timely responses, within ten (10) business days, to issues raised by the WBC Project Manager.
- Liaison with all Santa Ana-provided third-party vendors and associated systems.
- Ensure acceptable Change Orders are approved by authorized signature(s).
- Ensure acceptable Task Completion Letter(s) are approved by the Project Manager or his designee.
- Ensure timely payment of invoices.
- Ensure WBC access to server and network equipment and work areas on a 24x7 basis, with pre-authorization for off-hours.
- Provide workspace for WBC 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: 2019-20 READYOC MARKETING ROAD MAP**

**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 project schedules, 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 and one meeting ROC Steering Committee to present strategies and recommendations and to get approval to proceed with the Road Map.

b. 2019-20 Marketing Road Map – develop and submit a comprehensive marketing communications and promotions plan detailing strategies, objectives, tasks, schedules and metrics for all ROC and Promise to Prepare (P2P) activities during the contracted period. This includes delivery of a 30-40 slide PowerPoint deck plan that details all strategic goals and programming for review by the ROC Steering Committee and for final approval by the Santa Ana Project Manager.

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:**
WBC shall:

a. Develop the initiative and seek plan approval from the ROC Steering Committee

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 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 July 2019.
TASK 2: READYOC STAKEHOLDER MEETINGS & PLANNING SESSIONS

Objective:
Manage campaign including administration and communications to the Steering Committee and Santa Ana Project Manager through activities including, but not limited to, meetings, monthly activity reporting, programming documentation, regular communications and presentations to the Steering Committee.

Task Description:
Provide campaign and promotion updates to the Santa Ana Project Manager through daily and weekly phone calls, emails and meetings (as needed or requested). Maintain weekly and monthly communication with the Steering Committee, including at least one in-person meeting a quarter.

Task Description:
See sub-tasks for descriptions.

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. To assure cost and quality controls while accommodating the monthly nature of required work, the task completion is divided into quarterly periods, with each period being considered completed as described in the following subtasks.

TASK 2-A: READYOC STAKEHOLDER MEETING & PLANNING SESSIONS
(JULY-SEPT 2019)

Objective:
Manage campaign including administration and communications to the Steering Committee and Santa Ana Project Manager through activities including, but not limited to, meetings, monthly activity reporting, programming documentation, regular communications, planning and presentations to the Steering Committee.

Task Description:
Provide campaign and promotion updates to the Santa Ana Project Manager through daily and weekly phone calls, emails and meetings (as needed or requested). Maintain weekly and monthly communication with the Steering Committee, including at least one in-person meeting a quarter.

Responsibilities:
WBC shall:
  a. Coordinate, manage and participate in at least one Steering Committee meeting per quarter
  b. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
c. Manage ongoing expense tracker, budget and campaign schedule

d. 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 September 2019.

TASK 2-B: READYOC STAKEHOLDER MEETING & PLANNING SESSIONS (OCT-DEC 2019)

Objective:
Manage campaign including administration and communications to the Steering Committee and Santa Ana Project Manager through activities including, but not limited to, meetings, monthly activity reporting, programming documentation, regular communications, planning and presentations to the Steering Committee.

Task Description:
Provide campaign and promotion updates to the Santa Ana Project Manager through daily and weekly phone calls, emails and meetings (as needed or requested). Maintain weekly and monthly communication with the Steering Committee, including at least one in-person meeting a quarter.

Responsibilities:
WBC shall:

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

Santa Ana shall:

c. Approve campaign progress, updates and promotions
d. 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 December 2019.
TASK 2-C: READYOC STAKEHOLDER MEETING & PLANNING SESSION
(JAN-MARCH 2020)

Objective:
Manage campaign including administration and communications to the Steering Committee and Santa Ana Project Manager through activities including, but not limited to, meetings, monthly activity reporting, programming documentation, regular communications, planning and presentations to the Steering Committee.

Task Description:
Provide campaign and promotion updates to the Santa Ana Project Manager through daily and weekly phone calls, emails and meetings (as needed or requested). Maintain weekly and monthly communication with the Steering Committee, including at least one in-person meeting a quarter.

Responsibilities:
WBC shall:
   a. Coordinate, manage and participate in at least one Steering Committee meeting per quarter
   b. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
   c. Manage ongoing expense tracker, budget and campaign schedule
   d. 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 March 2020.

TASK 2-D: READYOC STAKEHOLDER MEETING & PLANNING SESSIONS
(APRIL-JUNE 2020)

Objective:
Manage campaign including administration and communications to the Steering Committee and Santa Ana Project Manager through activities including, but not limited to, meetings, monthly activity reporting, programming documentation, regular communications, planning and presentations to the Steering Committee.

Task Description:
Provide campaign and promotion updates to the Santa Ana Project Manager through daily and weekly phone calls, emails and meetings (as needed or requested). Maintain weekly and monthly communication with the Steering Committee, including at least one in-person meeting a quarter.
Responsibilities:

WBC shall:

a. Coordinate, manage and participate in at least one Steering Committee meeting per quarter
b. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
c. Manage ongoing expense tracker, budget and campaign schedule
d. 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 June 2020.

TASK 3: PET PREPAREDNESS PROGRAM

Objective:
Leverage new research that connects pet ownership with a willingness to get prepared by creating a program around pet preparedness. This focus on pets aligns well with the Promise to Prepare and with the Ready Fox mascot, while opening up new outreach opportunities specific for pet owners. Activities will include reaching pet owners at events and at retail while also connecting with students through the campaign’s education outreach program. Compelling content will also be generated on pet preparedness for the ROC mobile app, social media channels, community events, website and more.

Task Description:
See sub-tasks for descriptions.

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 and when the Santa Ana Project Manager signs the task completion letter.

TASK 3-A: PET PREPAREDNESS CONTENT & COLLATERAL

Objective:
Develop a set of Pet Preparedness-focused content and collateral materials.

Task Description:
Craft Pet Preparedness materials that connect with the Promise to be Prepared (Promise to be Pet Prepared) and that support campaign efforts to generate preparedness action among OC
families. Activities will include:

a. Pet Preparedness Collateral Materials – create a minimum of 3 new collateral pieces such as coloring sheets, posters, flyers and other hard copy materials for use across the campaign.
b. Pet Preparedness Illustrations – develop set of 5-6 illustrations that visually explain pet preparedness with dogs, cats, and livestock (color line drawings) for use in new collateral materials and for posting/download from the website.
c. Pet-Themed Digital/Video Content – create a minimum of 5 pieces of digital and/or video content with Pet Preparedness theme to promote preparedness messages and app downloads/website visits.

Responsibilities:
WBC shall:

a. Create the content and seek plan and program approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee
b. Produce materials for use at events, via social media and website and other campaign channels.
c. Produce materials for distribution via appropriate online, digital and mobile platforms

Santa Ana shall:

a. Approve collateral materials content and edits/refinements.

Completion Criteria:
This task is considered complete when each listed assignment is completed and when the Santa Ana Project Manager signs the task completion letter. Planned completion and implementation is by the end of August 2019.

TASK 3-B: PET PREPAREDNESS INTEGRATED MICRO CAMPAIGN #1

Objective:
Build and implement a “micro campaign” (a highly targeted promotion that is in-market for a specifically defined time period) focused on leveraging Pet Preparedness to actively promote and drive downloads/traffic to the ROC mobile app and ReadyOC.org site.

Task Description:
Create, distribute, manage and measure a digital, mobile and/or traditional media (i.e. bus advertising, bus shelter or other) integrated campaign that seeks to drive trackable mobile app downloads and/or website visits. The program will have a 4-8 week run and will feature the Pet Preparedness theme in static, illustrated and/or animated creative, touting the app/website. Mediums to be used may include mobile (i.e. CBS Mobile, Pandora, etc.), digital (via OutFront Media, W4 and others) and/or traditional non-digital media channels. Specific metrics will be developed and approved by the Project Manager prior to the micro campaign’s launch.

Responsibilities:
WBC shall:

a. Create the micro campaign and seek plan and program approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee
b. Implement and managed the approved campaign
c. Provide campaign assessment and results

Santa Ana shall:
   a. Approve the campaign and review progress/metrics reports

Completion Criteria:
This task is considered complete when the campaign is implemented and when the Santa Ana
Project Manager signs the task completion letter. Planned completion and implementation is
by the end of November 2019.

TASK 3-B: PET PREPAREDNESS INTEGRATED MICRO CAMPAIGN #2

Objective:
Build and implement a second round “micro campaign” that again leverages the Pet
Preparedness theme to actively promote and drive downloads/traffic to the ROC mobile app
and ReadyOC.org site.

Task Description:
Create, distribute, manage and measure a digital, mobile and/or traditional media (i.e. bus
advertising, bus shelter or other) integrated campaign that seeks to drive trackable mobile app
downloads and/or website visits. The program will be for a minimum run of 4-8 weeks and will
feature the Pet Preparedness theme in static, illustrated and/or animated creative touting the
app/website. Mediums to be used may include mobile (i.e. CBS Mobile, Pandora, etc.), digital
(via OutFront Media, W4 and others) and/or traditional non-digital media channels. Specific
metrics will be developed and approved by the Project Manager prior to the micro campaign's
launch.

Responsibilities:
WBC shall:
   a. Create the micro campaign and seek plan and program approval from the Santa Ana
      Project Manager in alignment with the ROC Steering Committee
   b. Implement and managed the approved campaign
   c. Provide campaign assessment and results

Santa Ana shall:
   a. Approve the campaign and review progress/metrics reports

Completion Criteria:
This task is considered complete when the campaign is implemented and when the Santa Ana
Project Manager signs the task completion letter. Planned completion and implementation is
by the end of March 2020.

TASK 4: PROMISE TO PREPARE (P2P) PROMOTION

Objective:
Extend and maintain the momentum of the P2P program. The emphasis will be on strong
public outreach presence, programming, media and marketplace exposure through the end of
the contract period. The outreach team looks forward to reaching the milestone of 500,000 promises by the end of the contract period.

Task Description:
The promotion includes the ongoing public pronouncement that ROC will achieve tangible steps towards preparedness, or documented “Promises to Prepare,” from Orange County residents, businesses and community members. This will be achieved through public outreach and media promotions including, but not limited to, the ROC Preparedness Bucket List program, Ready Sundays, video public service announcements (PSAs), smartphone app management and enhancements, and paid and/or earned media outreach.

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 and when the Santa Ana Project Manager signs the task completion letter.

TASK 4-A: ROC EMERGENCY PREPAREDNESS BUCKET LIST

Objective:
Plan, develop and implement concept, distributing a minimum of 2,000 branded five-gallon ROC emergency preparedness buckets to Orange County community members. (Note: WBC in collaboration with the Santa Ana Project Manager will seek to expand the number of distributed buckets through partnering/sponsorship efforts with Lowe’s and/or Home Depot).

Task Description:
Expand and enhance the existing Preparedness Bucket List program momentum that encourages Orange County residents to add preparedness to their “bucket list” – i.e. making sure residents receive a bucket and begin gathering emergency kit items. The ROC-branded buckets will be selectively promoted and distributed to OC community members as a demonstration of a simple preparedness step with suggestions included of what key emergency kit items to place within it. Along with serving as a tangible action step toward preparedness, the bucket concept offers numerous promotional opportunities via publicity, the website, social media and other ROC communication channels. An initial quantity of 2,000 branded buckets will be produced. WBC and the ROC team will also seek to expand the program and number of buckets to be distributed via corporate partnerships and sponsorships.

Responsibilities:
WBC shall:
a. Plan and develop the program with approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee
b. Execute the program in accordance with approved plans

Santa Ana shall:
a. Approve initiative concepts and materials
b. Support and facilitate partnering and sponsorship efforts
Completion Criteria:
This task is considered complete upon the production of a minimum of 2,000 buckets and when the Santa Ana Project Manager signs the task completion letter (distribution occurs throughout the contract period). Planned completion of the bucket purchase will be by September 2019.

TASK 4-B: MEDIA PROMOTIONS (FALL 2019)

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, the Promise to Prepare initiatives and the calendar of activities.

Task Description:
Develop and implement media promotions including, but not limited to, 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. Wildfire-Focused Campaign – The 2019/2020 wildfire season is projected to be significant so our fall promotion will draw attention to the situation and to helping residents prepare for potential evacuations. Content will be created for placement on all digital platforms while other efforts will boost and support messages and content emanating from Orange County Fire Authority.

b. Video PSA – create at least one updated and engaging :30-second video PSA via Final Cut Pro or similar application to increase exposure of ROC in OC community via the ROC website, YouTube channel, city websites and potentially local public access stations, selected regional theatre venues, etc.

Responsibilities:
WBC shall:

a. Develop the initiative and seek plan and program approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee

b. Execute the promotions in accordance with the approved plan

Santa Ana shall:

a. Approve plan and promotion elements

Completion Criteria:
This task is considered complete upon the completion or booking and scheduling of the deliverables, given media requirements in some instances for upfront payment and when the Santa Ana Project Manager signs the task completion letter. Planned completion and implementation will be by end of October 2019.
TASK 4-C: MEDIA PROMOTIONS (SPRING 2020)

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, the Promise to Prepare initiatives and the calendar of activities.

Task Description:
Develop and implement media promotions including, but not limited to, enhancing 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. Emergency-Specific Outreach – based on feedback from the Fall 2019 wildfire preparedness campaign, this spring campaign will focus on any specific potential emergencies that are specific to the time period. We will also tap into the Steering Committee for ideas and specific direction that is pertinent to the specific time period of Q1-2020.

b. Video PSA – leverage existing video PSA via Final Cut Pro or similar application from Task 4-B 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:
WBC shall:
   a. Develop the initiative and seek plan and program approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee
   b. Execute the promotions in accordance with the approved plan

Santa Ana shall:
   a. Approve plan and promotion elements

Completion Criteria:
This task is considered complete upon the completion or booking and scheduling of the deliverables, given media requirements in some instances for upfront payment and when the Santa Ana Project Manager signs the task completion letter. Planned completion and implementation will be by the end of March 2020.

TASK 4-D: SOCIAL MEDIA & BROADCAST VIDEO PROMOTION (FALL 2019)

Objective:
Create and distribute a series of videos that emphasis the P2P campaign with time-sensitive themes emphasizing the dangers of wildfires and importance of honoring evacuation notices.
**Task Description:**
Research, identify, plan and produce one creative 30-second video concept using “illustrative” techniques for distribution via social media, website and/or broadcast platforms (local cable TV, theatres, etc.).

**Responsibilities:**
WBC 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:
- a. Approve initiative concepts, production and distribution plan

**Completion Criteria:**
This task is considered complete upon completion of all tasks and when the Santa Ana Project Manager signs the task completion letter. Planned completion and implementation will be by November 2019.

**TASK 4-E: SOCIAL MEDIA & BROADCAST VIDEO PROMOTION (SPRING 2020)**

**Objective:**
Create and distribute a series of compelling video PSAs that focus on emergency threats specific to the season and time period in early 2020, with a goal that viewers of the PSAs will make their promise to prepare and/or sign up for the ReadyOC mobile app and AlertOC notification system.

**Task Description:**
Research, identify, plan and produce one creative 30-second video concept using “illustrative” techniques for distribution via social media, website and/or broadcast platforms (local cable TV, theatres, etc.).

**Responsibilities:**
WBC 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:
- a. Approve initiative concepts, production and distribution plan

**Completion Criteria:**
This task is considered complete upon completion of all tasks and when the Santa Ana Project Manager signs the task completion letter. Planned completion and implementation will be by May 2020.
TASK 5: EDUCATION-BASED OUTREACH AND MEDIA RELATIONS

Objective:
Continue to execute activities with OC education organizations, schools and after-school programs to support ROC emergency preparedness efforts and the Promise to Prepare initiative. This includes leveraging, as needed, the previously created Ready Fox character-based programming/assembly. Also included in this task is a dedicated media relations effort designed to identify and secure editorial placements with OC- and LA-based news outlets.

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 5-A: MEDIA RELATIONS OUTREACH (AUG-OCT 2019)

Objective:
Apply the "Three Cs" of media relations – 1) Communicate news about the ReadyOC campaign, 2) Capitalize on news of the day pertaining to readiness, and 3) Create news about the ReadyOC campaign – in support of educational programming, family preparedness planning and the overall Promise to Prepare initiative.

Task Description:
Implement a monthly effort to identify, craft, coordinate and deliver stories about preparedness in Orange County in ways that help secure editorial coverage by print, digital/online, radio and television news outlets. Efforts will also be made to offer county resources – Fire and PD chiefs, subject matter experts, elected officials – to reporters and producers when news attention is trained on emergencies and threats. At least one story relating to ReadyOC and/or preparedness will be crafted each month.

Responsibilities:
WBC shall:
   a. Develop the initiative and seek plan (and creative, if needed) approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee

Santa Ana shall:
   a. Approve plan and activities

Completion Criteria:
This task is considered complete upon purchase and implementation of the bus advertising and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by October 2019.
TASK 5-B: MEDIA RELATIONS OUTREACH (NOV 2019-JAN 2020)

Objective:
Apply the “Three Cs” of media relations – 1) Communicate news about the ReadyOC campaign, 2) Capitalize on news of the day pertaining to readiness, and 3) Create news about the ReadyOC campaign – in support of educational programming, family preparedness planning and the overall Promise to Prepare initiative.

Task Description:
Implement a monthly effort to identify, craft, coordinate and deliver stories about preparedness in Orange County in ways that help secure editorial coverage by print, digital/online, radio and television news outlets. Efforts will also be made to offer county resources – Fire and PD chiefs, subject matter experts, elected officials – to reporters and producers when news attention is trained on emergencies and threats. At least one story relating to ReadyOC and/or preparedness will be crafted each month.

Responsibilities:
WBC shall:
   a. Develop the initiative and seek plan (and creative, if needed) approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee

Santa Ana shall:
   a. Approve plan and activities

Completion Criteria:
This task is considered complete upon purchase and implementation of the bus advertising and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by January 2020.

TASK 5-C: MEDIA RELATIONS OUTREACH (FEB-APRIL 2020)

Objective:
Apply the “Three Cs” of media relations – 1) Communicate news about the ReadyOC campaign, 2) Capitalize on news of the day pertaining to readiness, and 3) Create news about the ReadyOC campaign – in support of educational programming, family preparedness planning and the overall Promise to Prepare initiative.

Task Description:
Implement a monthly effort to identify, craft, coordinate and deliver stories about preparedness in Orange County in ways that help secure editorial coverage by print, digital/online, radio and television news outlets. Efforts will also be made to offer county resources – Fire and PD chiefs, subject matter experts, elected officials – to reporters and producers when news attention is trained on emergencies and threats. At least one story relating to ReadyOC and/or preparedness will be crafted each month.

Responsibilities:
WBC shall:
   a. Develop the initiative and seek plan (and creative, if needed) approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee
Santa Ana shall:
   a. Approve plan and activities

Completion Criteria:
This task is considered complete upon purchase and implementation of the bus advertising and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by April 2020.

TASK 5-D: SCHOOL ASSEMBLIES PROGRAM (FALL/WINTER 2019)

Objective:
Continue implementation of the successful Ready Fox/Promise to Prepare school assembly educational programming. This will be accomplished through a multitude of activities, including expanded assemblies, presentations to community and stakeholder groups, bus advertising and more.

Task Description:
Handle all aspects of programming, materials development and distribution, school assemblies and other activities/events. Activities and assignments include:

a. Elementary School Assembly Program - extend and implement elementary school assembly program and promotion throughout Orange County, seeking to conduct approximately 8 total assemblies during the contracted period.
   i. This encompasses scheduling, supporting and promoting assemblies leveraging Officer John Reed or another professional speaker with elementary schools throughout Orange County.
   ii. Officer John Reed/professional speaker is responsible for conducting assemblies on his own, with the exception of 1-2 assemblies which will be additionally staffed for formal research and feedback as well as for quality control.
   iii. Tasks include booking assemblies, managing the annual calendar, promoting events through OCDE, school districts and individual school sites, capturing, posting and distributing video, photos and other content, creating and distributing information kits, post-event school follow-up and more.
   iv. Ongoing documentation and management of assembly program metrics.

b. OCDE & School Districts Communication Program - develop and disseminate regular quarterly communications that promote ROC and P2P emergency preparedness initiatives to and through the county (OCDE) and school districts.

Responsibilities:
WBC shall:
   a. Develop the initiative and seek plan approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee

Santa Ana shall:
   a. Approve plan and activities

25B-20
Completion Criteria:
This task is considered complete upon delivery of presentations to the required schools and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by December 2019.

TASK 5-E: READY FOX ASSEMBLIES PROGRAM (WINTER/SPRING 2020)

Objective:
Continue implementation of the successful Ready Fox/Promise to Prepare school assembly educational programming. This will be accomplished through a multitude of activities, including expanded assemblies, presentations to community and stakeholder groups, bus advertising and more.

Task Description:
Handle all aspects of programming, materials development and distribution, school assemblies and other activities/events. Activities and assignments include:

a. Elementary School Assembly Program - extend and implement elementary school assembly program and promotion throughout Orange County, seeking to conduct approximately 8 total assemblies during the contracted period.
   i. This encompasses scheduling, supporting and promoting assemblies leveraging Officer John Reed or another professional speaker with elementary schools throughout Orange County.
   ii. Officer John Reed/professional speaker is responsible for conducting assemblies on his own, with the exception of 1-2 assemblies which will be additionally staffed for formal research and feedback as well as for quality control.
   iii. Tasks include booking assemblies, managing the annual calendar, promoting events through OCDE, school districts and individual school sites, capturing, posting and distributing video, photos and other content, creating and distributing information kits, post-event school follow-up and more.
   iv. Ongoing documentation and management of assembly program metrics.

b. OCDE & School Districts Communication Program - develop and disseminate regular quarterly communications that promote ROC and P2P emergency preparedness initiatives to and through the county (OCDE) and school districts.

Responsibilities:
WBC shall:
   a. Develop the initiative and seek plan approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee

Santa Ana shall:
   a. Approve plan and activities

Completion Criteria:
This task is considered complete upon delivery of presentations to the required schools and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by May 2020.
TASK 5-F: PROFESSIONAL SERVICES STAFFING

Objective:
Provide professional staffing through Officer John Reed for education-based outreach such as school assemblies, after-school programs and other similar activities supporting the ROC campaign.

Task Description:
Officer Reed leads all staffing for school assemblies and other education-based programming. This includes staffing a minimum of two dozen elementary school assembly programs based on an annual events calendar coordinated, booked and administered by the Westbound team. This task covers both professional services fees and out of pocket costs for expenses such as mileage and materials.

Responsibilities:
WBC shall:
a. Develop the initiative and seek plan approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee

Santa Ana shall:
a. Approve plan and activities

Completion Criteria:
Services and costs under this task, since they are professional services, are invoiced monthly as accrued by Officer Reed. Detailed time sheets and expense reports will be submitted with all invoices. Completion of all assignments under this contract will occur by May 2020.

TASK 6: 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 presentation venues, seeking to reach and engage with hundreds of thousands of citizens and community members.

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 6-A: COMMUNITY & CITIZENS OUTREACH (FALL 2019)

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 up to 8 community (ex. Irvine Global Village Festival) and emergency preparedness (ex. Dana Point Preparedness Expo) events as well as presentations and faith-based Ready Sunday events to targeted community organizations/groups.

Activities include:
a. Master Community & Citizen Events Calendar - create and manage a master annual calendar for all milestone events that ROC will participate in and/or staff in support of emergency preparedness outreach efforts and the P2P initiative.
b. Event Promotion & Staffing - promote and staff (as appropriate) up to 8 community events throughout Orange County that are aligned with the Master Community & Citizen Events Calendar. Event activities may include table displays, team presentations, ROC/P2P materials and giveaway distribution and more.
c. Manage the ongoing reporting and measurement of campaign data including event impressions, promises, etc.

Responsibilities:
WBC 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 December 2019.

TASK 6-B: COMMUNITY & CITIZENS OUTREACH (WINTER/SPRING 2020)

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 up to 8 community (ex. Rossmoor Community Festival) and emergency preparedness (ex. OCWD Children's Water Festival) events as well as presentations and faith-based Ready Sunday events to targeted community organizations/groups.

Activities include:

a. Master Community & Citizen Events Calendar - create and manage a master annual calendar for all milestone events that ROC will participate in and/or staff in support of emergency preparedness outreach efforts and the P2P initiative.
b. Event Promotion & Staffing - promote and staff (as appropriate) up to 8 community events throughout Orange County that are aligned with the Master Community & Citizen Events Calendar. Event activities may include table displays, team presentations, ROC/P2P materials and giveaway distribution and more.
c. Manage the ongoing reporting and measurement of campaign data including event impressions, promises, etc.

Responsibilities:
WBC 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 May 2020.

TASK 7: PARTNERING, PIOS AND PRESENTATIONS

Objective:
Continue managing current Corporate Advisory Council (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 contract period. However, while the CAC exists as a designation (and any benefits) for its members, the goal of this task is to amplify the ReadyOC and P2P message through partnerships with public and private organizations; through Public Information Officers (PIOs) on behalf of OC government agencies; and through educational presentations that the ReadyOC outreach team gives during the contract period.

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 7-A: PARTNERING, PIOS AND PRESENTATIONS (JULY-DEC 2019)**

Objective:
Continue managing current CAC group with emphasis on enhancing participation benefits while also leveraging CAC resources, connections and contributions to the overall ROC initiative during the year. Meanwhile, a list of PIOs will be built with the goal of establishing complementary relationships where social media posts are shared and new audiences are reached with the ROC message through the followers of key PIOs.

Task Description:
Continue momentum in expanding and leveraging key partnerships to help provide opportunities, extensions, and ongoing support for ROC. Activities include:

a. Secure and promote partnerships that promote ROC and preparedness efforts across OC – continue to leverage and refine the designated CAC ambassadors to facilitate and deepen relationship efforts while also making requests for in-kind donations and support.
b. Build List of PIOs – build a database of PIOs for as many government jurisdictions as possible – cities, water districts, fire departments, police departments, etc. – and ask them to share messages about preparedness.
c. Presentations – Make presentations to key groups that are linked to preparedness efforts. The ReadyOC outreach team will make a minimum of two presentations to groups such as OCEMO, Interfaith Council, Water Continuity Group, PD Chiefs, Chambers of Commerce, etc. in support of ROC and with a goal of promoting partnerships and message sharing.

Responsibilities:
WBC 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 December 2019.

**TASK 7-B: PARTNERING, PIOS AND PRESENTATIONS (JAN-APRIL 2020)**

Objective:
Continue managing current CAC group with emphasis on enhancing participation benefits while also leveraging CAC resources, connections and contributions to the overall ROC
initiative during the year. Meanwhile, a list of PIOs will be built with the goal of establishing complementary relationships where social media posts are shared and new audiences are reached with the ROC message through the followers of key PIOs.

**Task Description:**
Continue momentum in expanding and leveraging key partnerships to help provide opportunities, extensions, and ongoing support for ROC. Activities include:

a. Secure and promote partnerships that promote ROC and preparedness efforts across OC – continue to leverage and refine the designated CAC ambassadors to facilitate and deepen relationship efforts while also making requests for in-kind donations and support.
b. Build List of PIOs – build a database of PIOs for as many government jurisdictions as possible – cities, water districts, fire departments, police departments, etc. – and ask them to share messages about preparedness.
c. Presentations – Make presentations to key groups that are linked to preparedness efforts. The ReadyOC outreach team will make a minimum of two presentations to groups such as OCEMO, Interfaith Council, Water Continuity Group, PD Chiefs, Chambers of Commerce, etc.in support of ROC and with a goal of promoting partnerships and message sharing.

**Responsibilities:**
WBC 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 April 2020

**TASK 8: WEBSITE, SOCIAL MEDIA & MOBILE OUTREACH AND MAINTENANCE**

**Objective:**
Update, manage, host and maintain the ReadyOC.org website and provide recommendations for updates to improve the user experience and functionality. Also update, manage and maintain campaign social media channels 24/7 during the contract term. Website and social media will be leveraged to continue to support the campaign’s public awareness and engagement activities.

**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: WEBSITE, SOCIAL MEDIA, ONLINE & MOBILE APP OUTREACH AND MAINTENANCE (FALL 2019)

Objective:
Update, manage, host and maintain the ReadyOC.org website and provide recommendations for updates to improve the user experience and functionality. Also update, manage and maintain campaign social media channels, Twitter, Facebook, Instagram and YouTube, 24/7 through the fall 2019.

Task Description:
Handle all aspects of website and social media updates, optimization, hosting, maintenance, management and metrics/reporting needs in accordance with ROC approved processes and protocols.

a. Web Hosting Service – coordinate and maintain third party hosting service for website on annual basis with service provider
b. Interactive Web Elements - create and implement two Final Cut Pro presentations (online video/photo presentations) and three to four new focus area updates for the website homepage per month
c. Quality Check – implement a quality check of all links, content and verbiage of the ReadyOC.org website to ensure content is up-to-date for visitors
d. Social Media Content - create and share engaging photo, video and relevant preparedness content via social media channels.
e. Manage and Enhance ROC Smartphone App – send monthly push notifications, update technical features and enhance smartphone app for Apple and Android mobile and tablet products with a new feature such improvement navigation and database functionality.
f. App Promotion Plan & Program – develop and implement plan to promote and drive app downloads. This will include a mix of publicity, advertising, video, website, social media and other offline and online marketing elements.
g. Manage the ongoing reporting and measurement of campaign data social media impressions and website traffic, and app downloads among others.

Responsibilities:
WBC shall:
   a. Develop the initiative, elements and seek plan approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee
Santa Ana shall:
   a. Approve web elements, collateral materials and social media plan

Completion Criteria:
This task is considered complete upon the completion of the support period and when the Santa Ana Project Manager signs the task completion letter. Completion is planned by October 2019.
Objective:
Update, manage, host and maintain the ReadyOC.org website and provide recommendations for updates to improve the user experience and functionality. Also update, manage and maintain campaign social media channels, Twitter, Facebook, Instagram and YouTube, 24/7 during this period.

Task Description:
Handle all aspects of website and social media updates, optimization, hosting, maintenance, management and metrics/reporting needs in accordance with ROC approved processes and protocols.

a. Web Hosting Service – coordinate and maintain third party hosting service for website on annual basis with service provider
b. Interactive Web Elements - create and implement two Final Cut Pro presentations (online video/photo presentations) and three to four new focus area updates for the website homepage per month
c. Quality Check – implement a quality check of all links, content and verbiage of the ReadyOC.org website to ensure content is up-to-date for visitors
d. Social Media Content - create and share engaging photo, video and relevant preparedness content via social media channels.
e. Manage and Enhance ROC Smartphone App – send monthly push notifications, update technical features and enhance smartphone app for Apple and Android mobile and tablet products with a new feature such improvement navigation and database functionality.
f. App Promotion Plan & Program – develop and implement plan to promote and drive app downloads. This will include a mix of publicity, advertising, video, website, social media and other offline and online marketing elements.
g. Manage the ongoing reporting and measurement of campaign data social media impressions and website traffic, and app downloads among others.

Responsibilities:
WBC shall:
   a. Develop the initiative, elements and seek plan approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee

Santa Ana shall:
   a. Approve web elements, collateral materials and social media plan

Completion Criteria:
This task is considered complete upon the completion of the support period and when the Santa Ana Project Manager signs the task completion letter. Completion is planned by the end of March 2020.
TASK 9: COLLATERAL MATERIALS

Objective:
Develop, produce and update ROC and P2P collateral materials for use in all programming as appropriate.

Task Description:
Handle design, writing, production and distribution of all materials supporting ROC and P2P initiatives. The following are recommendations for items and quantities to be ordered. However, in the marketing roadmap more specific recommendations will be made that could include slight changes and/or additions to this list.

a. ROC Preparedness Bucket List Flyers, 2,000 total quantity with checklist
b. ROC Family Emergency Plans, 15,000 total quantity
c. P2P Fact Sheets, 15,000 total quantity

Responsibilities:
WBC 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 November 2019.

TASK 10: PROMOTIONAL MATERIALS

Objective:
Develop, produce and update ROC and P2P promotional materials for use in all programming as appropriate.

Task Description:
Handle design, writing, and production of all materials supporting ROC and P2P initiatives.

a. ROC/P2P "Premium" Giveaway Item, 10,000 total quantity (replacement to wristbands and first aid kits from previous years)
b. ROC/P2P Emergency Document Bags, 15,000 total quantity
c. ROC/P2P Extra Premium: Giveaway Item, 1,000 total quantity
d. Preparedness "Starter Kits – 50 Preparedness "starter" kits with a higher perceived value to be distributed through raffle prizes, at partnership events and for VIPs.

Responsibilities:
WBC 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 promontional 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 November 2019.

**TASK 11: MOBILE APP DEVELOPMENT**

**Objective:**
Complete the full revamp of the campaign mobile app for both iOS and Google Play.

**Task Description:**
Process second and final installment for the complete revamp of the ReadyOC mobile app, as approved by the SAPD under the previous year's scope of work.

a. Work with app developer to ensure the successful public launch of the app.
b. Submit second and final installment for the mobile app.

**Responsibilities:**
WBC shall:
a. Execute testing of the mobile app and oversee public launch.

Santa Ana shall:
a. Assist with app launch as necessary

**Completion Criteria:**
This task is considered complete upon the launch of the new mobile app and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by August 2019.
# ROC FY18 Milestone Payment Schedule

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Task Name</th>
<th>Milestone Payment</th>
<th>Planned Completion Date</th>
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<tr>
<td>TASK 1</td>
<td>READYOC 2019/20 MARKETING ROADMAP</td>
<td>$7,000.00</td>
<td>July 2019</td>
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<td>TASK 2</td>
<td>READYOC STAKEHOLDER MEETINGS &amp; PLANNING SESSIONS</td>
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<tr>
<td>Task 2-A</td>
<td>ReadyOC Stakeholder Meetings &amp; Planning Sessions (July-Sept 2019)</td>
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<td>Task 2-C</td>
<td>ReadyOC Stakeholder Meetings &amp; Planning Sessions (Jan-March 2020)</td>
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<td>Task 2-D</td>
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<td>TASK 3</td>
<td>PET PREPAREDNESS PROGRAM</td>
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<td>Task 3-A</td>
<td>Pet Preparedness Program Content &amp; Collateral</td>
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<td>Task 3-B</td>
<td>Pet Preparedness Integrated Micro Campaign #1</td>
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<td>Task 3-C</td>
<td>Pet Preparedness Integrated Micro Campaign #2</td>
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<td>Task 4-A</td>
<td>ROC Emergency Preparedness Bucket Program</td>
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<td>Task 4-B</td>
<td>Media Promotions (Fall 2018)</td>
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<td>Task 4-C</td>
<td>Media Promotions (Spring 2020)</td>
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<td>Task 4-D</td>
<td>Social Media &amp; Broadcast Video Promotion (Fall 2019)</td>
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<td>TASK 5</td>
<td>EDUCATION OUTREACH AND MEDIA RELATIONS</td>
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<td>Task 5-A</td>
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<td>Task 5-B</td>
<td>Media Relations Outreach (Nov 2019-Jan 2020)</td>
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<td>Task 5-C</td>
<td>Media Relations Outreach (Feb-April 2020)</td>
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<td>Task 5-D</td>
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<td>Task 5-E</td>
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<td>Task 5-F</td>
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<td>TASK 7</td>
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<td>Task 7-A</td>
<td>Partnership Outreach and Presentations (July-Dec 2019)</td>
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<td>Task 7-B</td>
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<td>TASK 8</td>
<td>WEBSITE, SOCIAL MEDIA &amp; MOBILE APP OUTREACH AND MAINTENANCE</td>
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<td>Task 8-A</td>
<td>Website, Social Media &amp; Mobile Outreach/Maintenance (Fall 2019)</td>
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<td>Task 8-B</td>
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<td>TASK 9</td>
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<td>TASK 10</td>
<td>PROMOTIONAL MATERIALS</td>
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<td>TASK 11</td>
<td>MOBILE APP DEVELOPMENT</td>
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<td><strong>TOTAL</strong></td>
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<td>$260,000.00</td>
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</table>
Exhibit B-1

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

FY18 S4 STATEMENT OF WORK

General Information:

The following Statement of Work (SOW) defines the principle activities and responsibilities of all parties for public outreach services to support the “If You See Something, Say Something” (S4) initiative for Orange County. This scope of work shall stand as an agreement between the City of Santa Ana (hereinafter Santa Ana) and Westbound Communications (hereinafter WBC).

WBC will supply the following services during a 12-month term:

- S4 Media Promotions
  - Paid and sponsored advertising
  - Public Service Announcements (PSAs)
  - Earned media (editorial publicity)
- Marketing Support for S4 Program
  - 2019/2020 marketing road map
  - Citizen and community outreach
  - Promotional partnering
  - Event marketing
- Project Administration Services
- S4 Microsite and Social Media Platform Management
  - Site maintenance management
  - Social media content development and outreach
  - Social media maintenance management

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 approval of Santa Ana Project Manager.

This SOW is contingent upon both WBC 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.

Westbound Responsibilities:
- a. Maintain project communications with Santa Ana’s Project Manager.
- b. Manage the efforts of the WBC staff and coordinate WBC 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 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) to Santa Ana’s Project Manager as necessary.

Santa Ana Responsibilities:
- a. Maintain project communications with the WBC Project Manager.
- b. Manage the efforts of S4 involved staff and coordinate S4 activities with the WBC Project Manager.
- c. The Project Manager must ensure that their 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 the status meeting with the WBC 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 WBC 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 WBC access to server and network equipment and work areas on a 24x7 basis, with pre-authorization for off-hours.
- k. Provide workspace for WBC 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 Project Schedule unless otherwise noted.
TASK 1: 2019-2020 S4 MARKETING ROAD MAP

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 project schedules, 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 and one meeting with the S4 Steering Committee to present strategies and recommendations to get approval to proceed with the Road Map.

b. 2019-20 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. This includes delivery of a 20-30 slide PowerPoint deck plan that details all strategic goals and recommended programming for review by the S4 Steering Committee and for final approval by the Santa Ana Project Manager.

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:
WBC shall:

a. Develop the initiative and seek plan approval from the S4 Steering Committee

b. Execute the road map in accordance with approved plans

Santa Ana shall:

a. Approve the plan and promotion elements

Completion Criteria:
This task is considered complete upon the completion of the above deliverables and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be in July 2019.

TASK 2: S4 STAKEHOLDER MEETINGS & PLANNING SESSIONS

Objective:
Manage campaign administration and updates to the Steering Committee and Santa Ana Project Manager through activities including, but not limited to, meetings, monthly activity reporting, programming documentation, and regular communications and presentations to Steering Committee.
Task Description:
Provide campaign and promotion updates to the Santa Ana Project Manager through daily and weekly phone calls, emails and meetings (as needed or requested). Maintain weekly and monthly communication with the S4 Steering Committee, including at least one in-person meeting a quarter.

Responsibilities:
WBC shall:
   a. Coordinate, manage and participate in at least one Steering Committee meeting per quarter
   b. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
   c. Manage ongoing expense tracker, budget and campaign schedule
   d. 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. To assure cost and quality controls while accommodating the monthly nature of required work, the task completion is divided into quarterly periods, with each period being considered completed as described in the following subtasks.

TASK 2-A: S4 STAKEHOLDER MEETING & PLANNING SESSIONS (JULY-SEPT 2019)

Objective:
Manage campaign administration and updates to the Steering Committee and Santa Ana Project Manager through activities including, but not limited to, meetings, monthly activity reporting, programming documentation, regular communications and presentations to Steering Committee.

Task Description:
Provide campaign and promotion updates to the Santa Ana Project Manager through daily and weekly phone calls, emails and meetings (as needed or requested). Maintain weekly and monthly communication with the Steering Committee, including at least one formal meeting/conference call during the quarter, unless otherwise directed and approved by the Santa Ana Project Manager.

Responsibilities:
WBC 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 ongoing expense tracker, budget and campaign schedule
d. 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

Santa Ana shall:
   a. Approve campaign progress, updates and promotions

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 September 2019.

TASK 2-B: S4 STAKEHOLDER MEETINGS & PLANNING SESSIONS (OCT-DEC 2019)

Objective:
Manage campaign updates, administration and promotions to the Steering Committee and Santa Ana Project Manager through activities including, but not limited to, meetings, monthly activity reporting, programming documentation, regular communications and presentations to Steering Committee and corresponding agency partners during this quarterly period.

Task Description:
Provide campaign and promotion updates to the Santa Ana Project Manager through daily and weekly phone calls, emails and meetings (as needed or requested). Maintain weekly and monthly communication with the Steering Committee, including at least one formal meeting/conference call during the quarter, unless otherwise directed and approved by the Santa Ana Project Manager.

Responsibilities:
WBC 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 ongoing expense tracker, budget and campaign schedule
   d. 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

Santa Ana shall:
   a. Approve campaign progress, updates and promotions
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 December 2019.

**TASK 2-C: S4 STAKEHOLDER MEETINGS & PLANNING SESSIONS (JAN-MARCH 2020)**

**Objective:**
Manage campaign administration and updates to the Steering Committee and Santa Ana Project Manager through activities including, but not limited to, meetings, monthly activity reporting, programming documentation, regular communications and presentations to Steering Committee.

**Task Description:**
Provide campaign and promotion updates to the Santa Ana Project Manager through daily and weekly phone calls, emails and meetings (as needed or requested). Maintain weekly and monthly communication with the Steering Committee, including at least one formal meeting/conference call during the quarter, unless otherwise directed and approved by the Santa Ana Project Manager.

**Responsibilities:**
WBC 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 ongoing expense tracker, budget and campaign schedule
- d. 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

Santa Ana shall:
- a. Approve campaign progress, updates and promotions

**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 March 2020.

**TASK 2-D: S4 STAKEHOLDER MEETINGS & PROMOTIONS (APRIL-JUN 2020)**

**Objective:**
Manage campaign administration and updates to the Steering Committee and Santa Ana Project Manager through activities including, but not limited to, meetings, monthly activity reporting, programming documentation, regular communications and presentations to Steering
Task Description:
Provide campaign and promotion updates to the Santa Ana Project Manager through daily and weekly phone calls, emails and meetings (as needed or requested). Maintain weekly and monthly communication with the Steering Committee, including at least one formal meeting/conference call during the quarter, unless otherwise directed and approved by the Santa Ana Project Manager.

Responsibilities:
WBC shall:
1. Coordinate, manage and participate in at least one Steering Committee meeting
2. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
3. Manage ongoing expense tracker, budget and campaign schedule
4. Submit task completion letters with task invoices to the Santa Ana Project Manager

Santa Ana shall:
1. Approve campaign progress, updates and promotions
2. 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 June 2020.

Task 3: S4 Public Trauma/Active Shooter Preparedness Campaign

Objective:
Consistent with other S4 campaigns across the country that are adapting to the rising numbers of active shooter and domestic terrorism episodes, the KeepOCSafe outreach team will develop and implement a comprehensive outreach program with a variation to the "Run, Hide, Fight" messaging that is consistent with messaging coming from DHS. This campaign will maximize campaign visibility through paid, sponsored and earned coverage through a combination of outdoor (bus shelters, buses, kiosks, billboards, etc.), print, online, digital and broadcast media. In coordination with steering committee and selected police departments, training sessions will also be staged for up to 200 individuals responsible for security/HR at places of worship, schools or businesses.

Task Description:
See sub-tasks for specifics.

Responsibilities:
See sub-tasks for specifics.
Completion Criteria:
This task is considered complete when budgeted sub-tasks have been completed in their respective entirety.

TASK 3-A: PUBLIC TRAUMA OUTDOOR ADVERTISING PROGRAM (FALL 2019)

Objective:
Develop and implement an awareness program using bus ads, bus shelters, venue kiosks, facility displays, window clings and other outdoor mediums as appropriate.

Task Description:
Design and produce a minimum of three graphic designs (customized for an active shoot/public trauma focus) approved by the Project Manager with support from the S4 Steering Committee and then secure minimum of 50 placements (ex. on bus sides, bus interiors, in bus shelters, etc.) generating a minimum of two million measured impressions.

Responsibilities:
WBC shall:
   a. Hold a focus group/meeting of law enforcement leaders to discuss and agree upon the appropriate messaging of “run, hide, fight” for OC audiences.
   b. Create and produce three graphic designs and secure a minimum of 50 media placements as described above.

Santa Ana shall:
   a. Review and approve the three graphics and the secured media opportunities

Completion Criteria:
This task is considered complete upon the completion of the deliverables, the pre-purchase of negotiated advertising and/or sponsored space and when the Santa Ana Project Manager signs the task completion letter. Planned completion is November 2019.

TASK 3-B: PUBLIC TRAUMA DIGITAL/MOBILE MEDIA PROGRAM (FALL 2019)

Objective:
Update and expand a mobile/digital awareness program and app download support initiative using geo-targeted digital and/or online media leveraging the new public trauma/active shooter-themed approved graphics.

Task Description:
Design and produce a minimum of three graphic designs (active shooter) approved by the Project Manager and then research and secure geo-targeted digital/online advertising (delivering one million+ impressions) to drive awareness and promote S4 mobile app downloads.

Responsibilities:
WBC shall:
a. Create and produce three graphic designs and secure a minimum of media placements as described above

Santa Ana shall:
   a. Review and approve the three graphics and the secured media opportunities

Completion Criteria:
This task is considered complete upon the completion of the deliverables, the pre-purchase of negotiated advertising and/or sponsored space and when the Santa Ana Project Manager signs the task completion letter. Planned completion is December 2019.

TASK 3-C: PUBLIC TRAUMA/ACTIVE SHOOTER TRAINING PROGRAM (SPRING 2020)

Objective:
In coordination with SAPD, steering committee and selected police departments, coordinate and stage up to four “active shooter” training sessions for those responsible for security at houses of worship, schools and/or businesses. These individuals can then employ their training to better preparing their congregations, families and employees against the threat of public violence and possibly even become deterrents to terrorism.

Task Description:
Work with SAPD and the steering committee to identify and stage four training sessions focused on active shooters. Each training session will accommodate up to 50 people and will be staged in different locations around OC. Invitations will then be extended to security officers at houses of worship as well as schools (possibly private schools) and possibly opened up to HR managers at larger businesses. Promotion and documentation of each training event will further amplify the message that OC’s organizations are trained and ready.

Responsibilities:
WBC shall:
   a. Hold meeting with steering committee members and SAPD to establish training program elements.
   b. Identify trainers (either PD officers or a private training company)
   c. Secure locations for training sessions
   d. Create materials including invitations
   e. Invite and secure attendance through presentations and other correspondence
   f. Stage and host training sessions
   g. Document training sessions through video and photography
   h. Promote and share content after training sessions to reach new audiences

Santa Ana shall:
   a. Attend and help plan training campaign
   b. Approve progress, trainers, training content and other elements of staging
   c. Support and facilitate partnerships needed to assist in making training effective

Completion Criteria:
This task is considered complete upon the completion of the training sessions and when the Santa Ana Project Manager signs the task completion letter. Planned completion is April 2020.
TASK 3-D: PUBLIC TRAUMA DIGITAL/ONLINE MEDIA PROGRAM (SPRING 2020)

Objective:
Update and expand a mobile/digital awareness program and app download support initiative using geo-targeted digital and/or online media leveraging the run, hide, fight messages and supporting graphics.

Task Description:
Design and produce a minimum of three graphic designs focused on the run, hide, fight messaging for schools and places of worship as approved by the Project Manager. Then, research and secure geo-targeted digital/online advertising (delivering over a 1 million impressions) to drive awareness and promote S4 mobile app downloads.

Responsibilities:
WBC shall:
   a. Create and produce three graphic designs and secure a minimum of media placements as described above

Santa Ana shall:
   a. Review and approve the three graphics and the secured media opportunities

Completion Criteria:
This task is considered complete upon the completion of the deliverables, the pre-purchase of negotiated advertising and/or sponsored space and when the Santa Ana Project Manager signs the task completion letter. Planned completion is May 2020.

TASK 4: S4 MOBILE APP MANAGEMENT & GENERAL PROMOTION

Objective:
Continue to develop, update, expand and promote the campaign’s S4 mobile app to enhance content, functionality and accessibility, as well as to support downloads.

Task Description:
See sub-tasks for specifics.

Responsibilities:
See sub-tasks for specifics.

Completion Criteria:
This task is considered complete when budgeted sub-tasks have been completed in their respective entirety.
TASK 4-A: S4 MOBILE APP DEVELOPMENT & PROMOTION (FALL 2019)

Objective:
Update, manage, maintain and track the campaign's mobile app content, platform and performance 24/7 in accordance with approved processes and protocols. In addition, support promotional efforts that encourage and drive downloads. This includes developing and/or updating one promotional flyer (8.5” x 11”), business cards, and creating one additional collateral piece that helps guide community members/users to the app and highlight app capabilities.

Task Description:
Maintain the campaign's mobile app through daily and weekly management, maintenance and measurement.

Responsibilities:
WBC shall:
  a. Update content as appropriate
  b. Manage the hosting of the mobile app platform
  c. Develop and/or update and produce one promotional flyer and one additional collateral piece for community distribution in hard copy and digitally

Santa Ana shall:
  a. Approve app updates, management activities, and promotional support materials

Completion Criteria:
The task is considered complete upon the completion of deliverables and when the Santa Ana Project Manager signs the task completion letter in October 2019.

TASK 4-B: S4 MOBILE APP DEVELOPMENT & PROMOTION (SPRING 2020)

Objective:
Update, manage, maintain and track the campaign's mobile app content, platform and performance 24/7 in accordance with approved processes and protocols. In addition, support promotional efforts that encourage and drive downloads.

Task Description:
Maintain the campaign's mobile app through daily and weekly management, maintenance and measurement.

Responsibilities:
WBC shall:
  a. Update content as appropriate
  b. Manage the hosting of the mobile app platform
  c. Develop and/or update and produce one promotional flyer and one additional collateral piece for community distribution in hard copy and digitally

Santa Ana shall:
  a. Approve app updates, management activities, and promotional support materials

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Completion Criteria:
The task is considered complete upon the completion of deliverables and when the Santa Ana Project Manager signs the task completion letter in April 2020.

**TASK 5: S4 SOCIAL MEDIA AND MICROSITE MANAGEMENT & MAINTENANCE**

Objective:
Update, manage and maintain the campaign social media channels and the KeepOCSafe.org microsite technical and content platforms 24/7 during the contract term. Both platforms will continue to support the campaign’s public awareness and engagement activities.

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 5-A: S4 SOCIAL MEDIA & MICROSITE MANAGEMENT (JULY-SEPT 2019)**

Objective:
Update, manage and maintain the campaign’s social media channels technical and content platforms 24/7, all in accordance with the approved processes and protocols for each medium.

In addition, update, manage and maintain the KeepOCSafe.org microsite technical and content platforms. The microsite will continue to support the campaign’s public awareness and engagement activities.

Task Description:
Maintain the campaign’s Twitter, Instagram and YouTube social media platforms through daily and weekly content updates, management, maintenance and measurement. This includes, but is not limited to, content research and updates; social media plan; protocol and tracking; and measurements of impressions and website traffic. Create and implement at least one Final Cut Pro or other video/photo presentation.

Host, maintain and refresh the KeepOCSafe.org microsite through weekly and monthly technical and content platform updates. These include, and are not limited to, event and backpack display schedules, photos, media coverage, link updates and more.

Responsibilities:
WBC shall:
  a. Share content including, but not limited to, videos, graphics, links and photos, via the campaign’s Twitter, Instagram and YouTube platforms a minimum of 10 times a week
b. Develop and produce one video with approval from the Steering Committee.
c. Host the KeepOCSafe.org microsite.
d. Manage one technical and content microsite platform update a month.
e. Manage the weekly and monthly reporting of campaign measurement

Santa Ana shall:
   a. Approve microsite updates and management activities, along with social media platform elements.

Completion Criteria:
The task is considered complete upon the completion of deliverables and when the Santa Ana Project Manager signs the task completion letter in September 2019.

**TASK 5-B: S4 SOCIAL MEDIA & MICROSITE MANAGEMENT (OCT-DEC 2019)**

**Objective:**
Update, manage and maintain the campaign’s social media channels technical and content platforms 24/7, all in accordance with the approved processes and protocols for each medium.

In addition, update, manage and maintain the KeepOCSafe.org microsite technical and content platforms. The microsite will continue to support the campaign’s public awareness and engagement activities.

**Task Description:**
Maintain the campaign’s Twitter, Instagram and YouTube social media platforms through daily and weekly content updates, management, maintenance and measurement. This includes, but is not limited to, content research and updates; social media plan; protocol and tracking; and measurements of impressions and website traffic. Create and implement at least one Final Cut Pro or other video/photo presentation.

Host and maintain the KeepOCSafe.org microsite through weekly and monthly technical and content platform updates. These include, and are not limited to, event and backpack display schedules, photos, media coverage, link updates and more.

**Responsibilities:**
WBC shall:
   a. Share content including, but not limited to, videos, graphics, links and photos, via the campaign’s Twitter, Instagram and YouTube platforms a minimum of 10 times per week.  
b. Develop and produce one video with approval from the Steering Committee.
   c. Host the KeepOCSafe.org microsite.
   d. Manage one technical and content microsite platform update a month.
   e. Manage the weekly and monthly reporting of campaign measurement

Santa Ana shall:
   a. Approve microsite updates and management activities, along with social media platform elements.
Completion Criteria:
The task is considered complete upon the completion of deliverables and when the Santa Ana Project Manager signs the task completion letter in December 2019.

**TASK 5-C: S4 SOCIAL MEDIA & MICROSITE MANAGEMENT (JAN-MAR 2020)**

Objective:
Update, manage and maintain the campaign's social media channels technical and content platforms 24/7, all in accordance with the approved processes and protocols for each medium.

In addition, update, manage and maintain the KeepOCSafe.org microsite technical and content platforms. The microsite will continue to support the campaign's public awareness and engagement activities.

Task Description:
Maintain the campaign's Twitter, Instagram and YouTube social media platforms through daily and weekly content updates, management, maintenance and measurement. This includes, but is not limited to, content research and updates; social media plan; protocol and tracking; and measurements of impressions and website traffic. Create and implement at least one Final Cut Pro or other video/photo presentation.

Host and maintain the KeepOCSafe.org microsite through weekly and monthly technical and content platform updates. These include, and are not limited to, event and backpack display schedules, photos, media coverage, link updates and more.

Responsibilities:
WBC shall:
- a. Share content including, but not limited to, videos, graphics, links and photos, via the campaign's Twitter, Instagram and YouTube platforms a minimum of 10 times per week.
- b. Develop and produce one video with approval from the Steering Committee.
- c. Host the KeepOCSafe.org microsite.
- d. Manage one technical and content microsite platform update a month.
- e. Manage the weekly and monthly reporting of campaign measurement

Santa Ana shall:
- a. Approve microsite updates and management activities, along with social media platform elements.

Completion Criteria:
The task is considered complete upon the completion of deliverables and when the Santa Ana Project Manager signs the task completion letter in March 2020.

**TASK 5-D: S4 SOCIAL MEDIA & MICROSITE MANAGEMENT (APR-JUN 2020)**

Objective:
Update, manage and maintain the campaign's social media channels technical and content platforms 24/7, all in accordance with the approved processes and protocols for each medium.
In addition, update, manage and maintain the KeepOCSafe.org microsite technical and content platforms. The microsite will continue to support the campaign's public awareness and engagement activities.

**Task Description:**
Maintain the campaign's Twitter, Instagram and YouTube social media platforms through daily and weekly content updates, management, maintenance and measurement. This includes, but is not limited to, content research and updates; social media plan; protocol and tracking; and measurements of impressions and website traffic. Create and implement at least one Final Cut Pro or other video/photo presentation.

Host and maintain the KeepOCSafe.org microsite through weekly and monthly technical and content platform updates. These include, and are not limited to, event and backpack display schedules, photos, media coverage, link updates and more.

**Responsibilities:**
WBC shall:
- a. Share content including, but not limited to, videos, graphics, links and photos, via the campaign's Twitter, Instagram and YouTube platforms a minimum of 10 times per week.
- b. Develop and produce one video with approval from the Steering Committee.
- c. Host the KeepOCSafe.org microsite.
- d. Manage one technical and content microsite platform update a month.
- e. Manage the weekly and monthly reporting of campaign measurement

Santa Ana shall:
- a. Approve microsite updates and management activities, along with social media platform elements.

**Completion Criteria:**
The task is considered complete upon the completion of deliverables and when the Santa Ana Project Manager signs the task completion letter in June 2020.

**TASK 6: S4 MATERIALS & RESOURCES**

**Objective:**
Develop, produce and update campaign collateral and resource materials for use in all programming as appropriate.

**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 6-A: S4 COLLATERAL MATERIALS

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

Task Description:
Manage the design, drafting, production and distribution of collateral materials in support of the S4 campaign initiatives. The materials that will be produced are:
   a. Updated S4 Consumer Handout: 2,000 total quantity
   b. Updated S4 Color Sheets: 2,000 total quantity
   c. Updated Branded PSA Posters: 1,000 total quantity
   d. New handout for organizations addressing the Run, Hide, Fight messaging: 2,000 total quantity
   e. New handout – threat indicators: 2,000 total quantity

Responsibilities:
WBC shall:
   a. Develop all materials and seek approvals from the Steering Committee
   b. Produce materials in accordance with Steering Committee approvals

Santa Ana shall:
   a. Approve the collateral material elements.

Completion Criteria:
This task is considered complete upon delivery of the collateral materials and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by November 2019.

TASK 6-B: S4 RESOURCE MATERIALS

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

Task Description:
Manage the design, drafting, production and distribution of resource materials in support of the S4 campaign initiatives. The resource materials that will be produced are:
   a. Organizational Trauma Response Kit: 75 total quantity.
   b. S4 Additional Promotional Item (e.g. branded wristbands, indicator booklets, campaign stickers and bookmarks): 1,000 total quantity.

Responsibilities:
WBC shall:
   a. Develop all materials and seek approvals from the Steering Committee.
   b. Produce materials in accordance with Steering Committee approvals.

Santa Ana shall:  .
a. Approve the resource material elements.

**Completion Criteria:**
This task is considered complete upon delivery of the collateral materials and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by November 2019.

**TASK 7: S4 CITIZENS, COMMUNITY OUTREACH & PRESENTATIONS**

**Objective:**
Continue to conduct community and citizens’ outreach to secure the campaign’s presence at events, via the giant red backpack display and/or through any additional Project Manager-approved promotional element at venues to build on the existing awareness of the campaign.

**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 7-A: S4 CITIZENS, COMMUNITY OUTREACH & PRESENTATIONS (JULY-SEPT 2019)**

**Objective:**
Continue to conduct community and citizens’ outreach to secure the campaign’s presence at events via installation of the giant red backpack or comparable approved promotional display and through program-branded materials/signage (ex. T-stands, flyers, posters, signs, window clings, etc.) that are customized and hand-delivered to select countywide venues, community events or facilities. The aim for all outreach is to build on existing awareness campaign awareness. Also, give presentations to key groups and government agency partners to keep them abreast of KeepOCSafe activities and available resources.

**Task Description:**
Secure a minimum of 5 total venues/events for displays, with a minimum of two displaying the red backpack display. Also, make and maintain contact with key partners with offers to give presentations about KeepOCSafe.

Activities include:
  a. Master Community & Citizen Events Calendar – create and manage a master annual calendar for all display installation and materials distribution. This includes research and venue/event solicitation for the campaign.
  b. Display Installation and Management – handle all display logistics for at least two backpack installations.
c. Materials Distribution & Management – handle all materials distribution and management for a minimum of 3 total sites/facilities.
d. Manage the weekly and monthly reporting of campaign outreach metrics.

Responsibilities:
WBC shall:
a. Develop the outreach and seek plan approval from the ROC Steering Committee.
b. Execute the outreach in accordance with the approved plan.
c. Identify and secure appropriate opportunities to update key groups on campaign.
d. Update outreach community outreach metrics.

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. Formal calendaring of upcoming events will incur upfront logistics and event fees. Completion is planned for September 2019.

TASK 7-B: S4 CITIZENS, COMMUNITY OUTREACH & PRESENTATIONS (OCT-DEC 2019)

Objective:
Continue to conduct community and citizens' outreach to secure the campaign's presence at events and or display of the giant red backpack or another promotional element at venues through the development and extension of promotional partners to build on the existing awareness of the campaign. Also, give presentations to key groups and government agency partners to keep them abreast of KeepOCSafe activities and available resources.

Task Description:
Secure a minimum of 5 total venues/events for displays, with a minimum of two displaying the red backpack display.

Activities include:
a. Master Community & Citizen Events Calendar – create and manage a master annual calendar for all display installation and materials distribution. This includes research and venue/event solicitation for the campaign.
b. Display Installation and Management – handle all display logistics for at least two backpack installations.
c. Materials Distribution & Management – handle all materials distribution and management for a minimum of three total sites/facilities.
d. Manage the weekly and monthly reporting of campaign outreach metrics.

Responsibilities:
WBC shall:
a. Develop the outreach and seek plan approval from the ROC Steering Committee.
b. Execute the outreach in accordance with the approved plan.
c. Identify and secure appropriate opportunities to update key groups on campaign.
e. Update outreach community outreach metrics.

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. Formal calendaring of upcoming events will incur upfront logistics and event fees. Completion is planned for December 2019.

TASK 7-C: S4 CITIZENS, COMMUNITY OUTREACH & PRESENTATIONS (JAN-MAR 2020)

Objective:
Continue to conduct community and citizens' outreach to secure the campaign's presence at events and or display of the giant red backpack or another promotional element at venues through the development and extension of promotional partners to build on the existing awareness of the campaign. Also, give presentations to key groups and government agency partners to keep them abreast of KeepOCSafe activities and available resources.

Task Description:
Secure a minimum of 5 total venues/events for displays, with a minimum of two displaying the red backpack display.

Activities include:
  a. Master Community & Citizen Events Calendar -- create and manage a master annual calendar for all display installation and materials distribution. This includes research and venue/event solicitation for the campaign.
  b. Display Installation and Management -- handle all display logistics for at least two backpack installations.
  c. Materials Distribution & Management -- handle all materials distribution and management for a minimum of three total sites/facilities.
  d. Manage the weekly and monthly reporting of campaign outreach metrics.

Responsibilities:
WBC shall:
  a. Develop the outreach and seek plan approval from the ROC Steering Committee.
  b. Execute the outreach in accordance with the approved plan.
  c. Identify and secure appropriate opportunities to update key groups on campaign.
  e. Update outreach community outreach metrics.
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. Formal calendaring of upcoming events will incur upfront logistics and event fees. Completion is planned for March 2020.

TASK 7-D: S4 CITIZENS, COMMUNITY OUTREACH & PRESENTATIONS (APR-JUN 2020)

Objective:
Continue to conduct community and citizens’ outreach to secure the campaign's presence at events and or display of the giant red backpack or another promotional element at venues through the development and extension of promotional partners to build on the existing awareness of the campaign. Also, give presentations to key groups and government agency partners to keep them abreast of KeepOCSafe activities and available resources.

Task Description:
Secure a minimum of 5 total venues/events for displays, with a minimum of two displaying the red backpack display.

Activities include:
   a. Master Community & Citizen Events Calendar – create and manage a master annual calendar for all display installation and materials distribution. This includes research and venue/event solicitation for the campaign.
   b. Display Installation and Management – handle all display logistics for at least two backpack installations.
   c. Materials Distribution & Management – handle all materials distribution and management for a minimum of 3 total sites/facilities.
   d. Manage the weekly and monthly reporting of campaign outreach metrics.

Responsibilities:
WBC shall:
   a. Develop the outreach and seek plan approval from the ROC Steering Committee.
   b. Execute the outreach in accordance with the approved plan.
   c. Identify and secure appropriate opportunities to update key groups on campaign.

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. Formal calendaring of upcoming events will incur upfront logistics and event fees. Completion is planned for June 2020.
## S4 FY18 S4 Milestone Payment Schedule

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Task Name</th>
<th>Milestone Payment</th>
<th>Planned Completion Date</th>
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<td><strong>TASK 1</strong></td>
<td><strong>2019-20 MARKETING ROADMAP</strong></td>
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<tr>
<td><strong>TASK 2</strong></td>
<td><strong>STAKEHOLDER MEETINGS &amp; PLANNING SESSIONS</strong></td>
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<tr>
<td>Task 2-A</td>
<td>- S4 Stakeholder Meetings &amp; Planning Sessions (July-Sept 2019)</td>
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<td>Task 2-B</td>
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<td>Task 2-D</td>
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<td><strong>TASK 3</strong></td>
<td><strong>PUBLIC TRAUMA/ACTIVE SHOOTER PREPAREDNESS CAMPAIGN</strong></td>
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<td>Task 3-A</td>
<td>- Outdoor Advertising Program (Fall 2019)</td>
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<td>Task 3-B</td>
<td>- Digital/Mobile Media Program (Fall 2019)</td>
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<td>Task 3-C</td>
<td>- Training Program Promotion and Staging (Spring 2022)</td>
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<td>Task 3-D</td>
<td>- Digital/Online Media Program (Spring 2020)</td>
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<td><strong>MOBILE APP DEVELOPMENT &amp; PROMOTION</strong></td>
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<td>Task 4-A</td>
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<td>Task 5-B</td>
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<td>Task 6-B</td>
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