

PROGRAM OVERVIEW

On Tuesday, August 11, 2020, the Solano County Board of Supervisors granted the County Administrator's Office delegated authority to use CARES Act funding in response to the public health emergency and economic impacts caused by the Coronavirus in Solano County, including \$500,000 for public outreach and community engagement. The public outreach and community engagement program will provide Solano County residents, businesses and visitors (in English, Spanish and Tagalog) with access to critical and timely health and public safety information, economic and employment assistance programs and County-operated programs and services. The public outreach and community engagement program will capitalize on existing mutually beneficial relationships with community organizations, including cities, hospitals and not-for-profit agencies to disseminate information effectively and efficiently, use paid communication channels, including, but not limited to print, radio and social media, and seek to establish new partnerships; all with the goal of a well-informed, healthy and safe community for everyone.

PROGRAM TARGET AUDIENCES

- (1) To provide all Solano County **residents** with critical health and public safety information, economic and employment assistance programs and information about / access to County-operated programs and services during the COVID-19 emergency pandemic.
- (2) To provide all Solano County **businesses** with access to critical health and public safety information during the COVID-19 emergency pandemic, including access to state-mandated industry guidelines and employer resources, including, but not limited to the Solano County Workforce Development Board and Economic Development Corporation.
- (3) To provide everyone who **visits, works or travels-through** Solano County with access to critical health and public safety information, giving them the opportunity to implement best practices while spending time in the County and interacting with residents, businesses and the community.

PROGRAM KEY MESSAGES

- (1) **Health and Wellness**, including key messages on ways reduce transmission of COVID-19 disease (in the community) by implementing best-practices from the County's Public Health division.
- (2) **Public Safety**, including key messages on ways to stay safe during the COVID-19 pandemic emergency, including wildfires and Public Safety Power Shutoffs by encouraging residents, businesses and visitors to register for Alert Solano / follow the Office of Emergency Services.
- (3) **Employment and Employer Resources**, including key messages on access to employment resources, state-mandated industry guidance and financial assistance programs from the California Department of Public Health (CDPH) and County partners at the Workforce Development Board (WDB) and Solano Economic Development Corporation (Solano EDC).

PROGRAM CHANNELS / FREQUENCY

- (1) **Print Newsletter**, including 2 County-wide print newsletters mailed to all 177,758 residential and business addresses throughout the County. *The print newsletter would be accessible electronically on the County COVID-19 resource website in English, Spanish and Tagalog.*
- (2) **Radio**, including a comprehensive public service announcement campaign, slotted to play hundreds of times in thousands of homes, businesses and vehicles over several months.
- (3) **Social Media**, including at least 100 targeted messages aimed at specific demographic and geographical areas throughout the County, including, but not limited to Facebook, Instagram, YouTube and Nixle. *Social media posts would be available / duet in Spanish and Tagalog.*
- (4) **Traditional Media**, including a comprehensive public service announcement campaign consisting of a minimum of 25 pieces, crafted to appear in local newspaper articles, television and radio.
- (5) **Community Partners**, including a shared toolbox of regularly updated / timely public health and safety messaging for dissemination by Solano County partnering agencies, including, but not limited to cities, public safety agencies, hospitals, family resource centers, the WDB, Solano EDC and not-for-profit organizations. *The toolbox would also be available in Spanish and Tagalog.*
- (6) **COVID-19 Resource Hotline**, including an active bank of community volunteers and health professionals staffed by the County's contract with CVNL, making regularly scheduled phone calls to targeted demographics, including, but not limited to seniors and the disabled, and staffing a COVID-19 resource hotline for residents and businesses on County programs and services.
- (7) **County Website**, including regular updates to the COVID-19 resource website, linking to information, including, but not limited to print newsletters, social media channels and traditional media postings. County-issued press releases and updates to County Health Orders and state-mandated industry guidance would also be available.

ESTIMATED SERVICE COSTS

(1) Print newsletters, including design, print and mailing,	\$150,000
(2) COVID-19 Resource Hotline, including CVNL contract,	\$150,000
(3) Professional audio and video production services,	\$50,000
(4) Social media public service announcements,	\$50,000
(5) Print advertisements and production,	\$50,000
(6) Radio public service announcements,	\$25,000
(7) Graphic design and artwork services,	\$15,000
(8) Translation services,	\$10,000

	\$500,000
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