

PROGRAM OVERVIEW

The Approved CARES Act Expenditure Plan included funding in response to the public health emergency and economic impacts caused by the Coronavirus in Solano County of \$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) **Broadcast, Cable and Streaming Television**, including commercials, interviews and production spots placed in traditional broadcast television programming, in addition to targeted, hard to reach demographics, including Spanish, Tagalog and African American cable and streaming television service.

- (2) **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.*
- (3) **Broadcast and Streaming Radio**, including a comprehensive public service announcement campaign, scheduled to play thousands of times in thousands of homes, businesses and vehicles over several months across Solano County.
- (4) **Traditional Print Media**, including comprehensive print and digital ad campaigns in Solano County based newspaper companies and their affiliated news outlets.
- (5) **Merchandise and Flyers**, including the purchase of COVID-19 related (messaging) merchandise by Public Health for distribution at clinics and public counters, flyers for distribution in the community and a series of bus and bus terminal ads throughout Solano County.
- (6) **Social Media**, including targeted messages aimed at specific demographic and geographical areas throughout the County on the Public Health Facebook ([@SolanoCountyPH](#)) platform, including paid boosts to target hard to reach demographics, including Spanish, Tagalog and African American channels. *Social media posts would be available / duet in Spanish and Tagalog.*
- (7) **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.*
- (8) **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

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| (1) Broadcast, cable and streaming television services | \$250,000 |
| (2) Print newsletters, including print and mailing services | \$150,000 |
| (3) Broadcast and streaming radio services | \$50,000 |
| (4) Traditional print media services | \$20,000 |
| (5) Print, merchandise and flyer services | \$20,000 |
| (6) Social media services | \$10,000 |
| (7) Community partner services | \$0 |
| (8) County website services | \$0 |
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| | \$500,000 |

PUBLIC OUTREACH AND COMMUNITY ENGAGEMENT UPDATE, OCTOBER 2020

On August 25, 2020, the Solano County Board of Supervisors approved a comprehensive CARES Act public outreach campaign in the amount of \$500,000, intended to support all COVID-19 related messaging in support of the health, safety and wellbeing of everyone who lives, works and plays in Solano County. The Solano County Administrator's Office (CAO), in coordination with Solano Public Health (PH), has made significant progress in allocating the funds, developing messages and securing placement on a wide variety of communication platforms.

The following is a summary of these transactions, including:

- (1) The CAO, in coordination with PH, has secured a diverse package of broadcast, cable and streaming television advertising placements, spots that will be played on thousands of televisions, tablets and smart phones across Solano County between October 2020 and March 2021. The package includes a series of produced commercials, interviews with public health professionals and "call-outs / mentions" during programming on all Comcast owned platforms, the Filipino Channel and Univision. The broadcast, cable and streaming television placements feature a diverse mix of anchors, actors and personalities that will resonate with their intended audience, including, but not limited to the African American, Spanish and Tagalog communities. The diverse package of broadcast, cable and streaming placements will all feature messaging that includes getting a flu vaccination, playing it safe during get-togethers, the importance of COVID-19 testing and accessing County Public Health resources during the pandemic health emergency.
- (2) The CAO, in coordination with PH, has completed the first of two comprehensive COVID-19 print newsletters. The COVID-19 newsletter serves as a health and resource guide for Solano County, and is scheduled to be printed and mailed out by the end of October to more than 177,000 residential and business addresses across Solano County. Shortly after the first newsletter hits mailboxes, a second newsletter will be in production, slated to be delivered in late November, early December. The COVID-19 newsletter features messaging including getting a flu vaccination, access to testing, what to do if exposed to someone with COVID-19, safety considerations during the holidays, resources for Solano County small businesses, community resource information and access to up-to-date information from Public Health.
- (3) The CAO, in coordination with PH, has secured a diverse package of traditional and internet-streaming radio placements, spots that will be played on thousands of home, car, smartphone and podcast supported devices across Solano County between October and December 2020. The package includes a series of :30-second produced clips on KUIC broadcast radio, Pandora, Audio Go, iHeart Radio, Apple Music and Stitcher streaming music services. The diverse package of broadcast and internet-streaming radio placements will feature messaging encouraging everyone to get a flu vaccination, play it safe during the holidays and to remember to access regular health care during the pandemic health emergency.
- (4) The CAO, in coordination with PH, has secured a comprehensive package of print and digital media ad placements that will be featured in a variety of print and online news publications across Solano County. The package includes a series of half-page print ads, scheduled to run during the most popular editions, and a series of online ads placed in the news feeds of the Daily Republic, Vacaville Reporter and Vallejo Times Herald newspaper agencies. The comprehensive package of print and digital advertising is designed to reach the older adult demographic and will include messaging about the important for seniors to get a flu vaccination and to play it safe when getting together with family and friends over the holiday season during the pandemic health emergency.

- (5) The CAO, in coordination with PH, is currently working to secure a series of print media ads to be placed on busses and at bus stations / bus stops throughout Solano County. The CAO/PH is also working to secure promotional merchandise and flyers featuring COVID-19 related health and wellness messaging for distribution at County clinics, public counters and at affiliated / partnering health agencies.
- (6) Solano PH, in coordination with the CAO, has purchased three months of ad credits with Facebook to target, boost and promote COVID-19 related messaging to a wide demographic of social media users across Solano County. These demographics include, but are not limited to African Americans, the Spanish and Tagalog communities, older adults, individuals living with disabilities, individuals with chronic underlying health conditions, first responders, front-line workers, families, students and those seeking public health information regarding the COVID-19 pandemic on the @SolanoCountyPH platform.

The coordination between the CAO and PH will continue until all the CARES Act / COVID-19 public outreach campaigns are complete. The CAO and PH will capitalize on the new and existing relationships with vendors used during this campaign to continue to promote future COVID-19 related messaging throughout the pandemic.