



LOS ANGELES COUNTY REGISTRAR-RECORDER/COUNTY CLERK

DEAN C. LOGAN

Registrar-Recorder/County Clerk

June 27, 2024

TO: Supervisor Lindsey P. Horvath, Chair
Supervisor Hilda L. Solis
Supervisor Holly J. Mitchell
Supervisor Janice Hahn
Supervisor Kathryn Barger

FROM: Dean C. Logan 
Registrar-Recorder/County Clerk

NOTICE OF INTENT TO ISSUE WORK ORDER #24-013 EXCEEDING \$300,000 UNDER THE AS-NEEDED VOTING SOLUTIONS FOR ALL PEOPLE (VSAP) ENHANCEMENTS AND SUPPORT SERVICES MASTER AGREEMENT (VESSMA)

This is to advise your Board of the intent of the Registrar-Recorder/County Clerk (RR/CC) to execute Work Order #24-013 under VESSMA Category 9 - Voter Education and Outreach Communication Campaign Services with Fenton Communications for the amount of \$2,000,000 to support the November 5, 2024, General Election Voter Education and Outreach Campaign.

BACKGROUND

On March 1, 2022, your Board approved VESSMA, which utilizes a competitive bid process to engage approved vendors to provide critical election support services in the areas of operations management, network support, load testing, cybersecurity, tally enhancements, education and outreach, and other election support services. In accordance with VESSMA Section 6.0, a Board notice is required for work orders exceeding \$300,000.

SCOPE OF WORK

The objective of this Voter Education and Outreach Campaign (Campaign) is to engage over 5.6 million registered voters in Los Angeles County and educate our richly diverse electorate about the November 5, 2024, General Election. The Campaign will focus on reaching historically underserved and medium-low turnout communities and populations within the County. The objective is to raise awareness of the upcoming election, educate voters and eligible individuals about voter registration, inform them of their voting rights,

and provide accessible information and resources to facilitate a seamless voting experience. The Campaign will direct voters to the RR/CC's official website and resources to view available voting options and encourage voter participation by casting their ballots. Utilizing a comprehensive and strategic media and outreach plan, the Campaign will employ impactful and modern tactics and techniques in up to 19 languages to ensure all voters are aware and informed of their voting rights and opportunities. The Campaign must be methodically developed to maximize the impact of every dollar spent while effectively engaging and meeting voters where they are, and in their preferred language.

JUSTIFICATION

The RR/CC requires comprehensive and strategic Voter Education and Outreach Campaign services to ensure voters are educated and aware of their voting rights and opportunities for the November 5, 2024, General Election Voter Education and Outreach Campaign.

FISCAL IMPACT

Funding for VESSMA is part of the RR/CC Fiscal Year 2024-2025 approved budget. No additional Net County Cost is required.

NOTIFICATION TIMELINE

Consistent with VESSMA policies and procedures, we are informing your Board of our intention to execute the above-mentioned Work Order #24-013. If no objection is received from your Board in ten (10) business days, we will proceed with execution of Work Order #24-013 Category 9.

If you have any questions or need additional information, please contact me at (562) 462-2716 or email dlogan@rrcc.lacounty.gov. Your staff may also contact Jerome Jordan, Assistant Registrar-Recorder/County Clerk, at (562) 462-2652 or email jjordan2@rrcc.lacounty.gov.

DCL:JG:JJ
JS:DL:ca

Attachment

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



June 21, 2024

Los Angeles County Department of Registrar-Recorder/County Clerk (RR/CC)

VESSMA Work Order Solicitation #24-013 for Category 9

Voter Education and Outreach Communication Campaign Services

To the Registrar-Recorder/County Clerk team:

Thank you for the opportunity to submit our team as potential partners for the November 5, 2024, General Election Voter Education and Outreach Campaign. We're excited to continue the work we've built on since 2020 and come to this election season with new ideas to help engage, persuade and educate voters across the County.

Fenton has a proven track record when it comes to behavior change and program promotion campaigns in Los Angeles County. Our partnership with the Registrar's Office throughout the Gubernatorial Recall election, the 2022 and 2024 primaries, and the 2022 General Election have given us the experience and insight to handle the needs of this upcoming campaign. We know that 2024 will again be an unprecedented season for elections teams and registrar's offices across the country, and we are ready to partner with you to help ensure every vote is counted. In addition, our firm has a great deal of experience working to motivate low-propensity voters and knows what it takes to drive your key audiences to take action.

The following provides our proposed approach and methodology for this work, a high-level budget breakdown, and confirms our status as a prequalified vendor under this VESSMA service category. We would be proud to partner with your team as you continue to ensure all voters have the information and resources they need to cast their ballot.

Thank you for your consideration.

Sincerely,

Paul Hernandez
Chief Strategy Officer, Fenton
818-266-7769
phernandez@fenton.com

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MINIMUM QUALIFICATIONS

The below confirms our status as a prequalified vendor under the VESSMA category.

VESSMA #22-001 Fenton Communications Inc. Category 9	
AUTHORIZATION OF VOTING SOLUTIONS FOR ALL PEOPLE ENHANCEMENT AND SUPPORT SERVICES MASTER AGREEMENT (VESSMA)	
<p>IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Master Agreement to be executed by the Registrar-Recorder/County Clerk or designee and approved by County Counsel, and Contractor has caused this Master Agreement to be executed in its behalf by its duly authorized officer, this <u>11th</u> day of <u>March</u>, <u>2022</u>.</p>	
<p>COUNTY OF LOS ANGELES</p> <p> DEAN C. LOGAN Registrar-Recorder/County Clerk</p>	<p>CONTRACTOR</p> <p> Name</p> <p>Valarie De La Garza, CEO Title</p> <p>13-3099102 Tax Identification Number</p>
<p>APPROVED AS TO FORM:</p> <p>RODRIGO A. CASTRO-SILVA County Counsel</p> <p>By  Deputy County Counsel Eva W. Chu</p>	

APPROACH & METHODOLOGY

As we head into yet another unprecedented election, anti-voter forces are taking advantage of social media, new technologies, limited government resources, and an increasingly fractured media ecosystem to further stoke distrust and apathy among voters. Fenton's unique position as a marketing agency with deep experience in multilingual and multicultural outreach, paired with our expertise in voter education and persuasion efforts, positions us perfectly to handle the challenges of this campaign.

To meet the demands of a high-stakes Presidential election, our team is prepared to integrate with your team to closely track our progress, respond to any rapid response demands, and ensure we are hitting all key performance indicators toward success. Through each phase of the campaign, we'll ensure that our messaging and outreach speak to target audiences and help move the needle for lower-propensity voters.

The following is an overview of the approach and methodology we recommend to meet the County's campaign objectives for 2024.

Task 1: CAMPAIGN STRATEGY AND PLANNING

Over the past several years, the RR/CC has achieved tremendous success in shifting the L.A. County electorate's propensity from voting in person to voting by mail. Now, the Registrar seeks to use the Presidential General Election as an opportunity to engage eligible audiences who have not or inconsistently chosen to vote to change such behavior. Through our previous work in past election cycles, the Fenton team has built a keen understanding of what it takes to communicate with and engage multiple demographics of voters – and persuade them to take action. We will leverage and apply previous learnings from our past voter engagement campaigns to inform our strategy and planning process, along with utilizing all essential voter data available to allow us to connect with voters in a relevant, authentic and persuasive manner while also making the most of your budget and resources.

Due to the general election's high profile and competitive advertising circumstances, our approach to reaching historically underserved and medium-low turnout communities and populations will be different from previous campaigns. Our efforts to engage, educate, and provide information to voters, directing them to official voting resources, will allow us to cut through the noise and ensure we cement the Registrar-Recorder/County Clerk's status as the definitive authority on election information.

To start our engagement, Fenton will conduct a brief discovery process to determine our goals, messaging priorities and target audiences. We will analyze elements of the campaign (and previous campaigns) to help achieve your goal of motivating unregistered and low-propensity

voters. Together we will determine which key advertising and outreach tactics should be prioritized, considering the budget and timeline.

This foundation will inform our entire campaign's strategy, including community engagement, advertising, messaging, creative development and direct outreach (via email and SMS).

Data Analysis: To best reach historically underserved and medium-low turnout communities, Fenton will review the data available on these key audience demographics, including the numbers of unregistered voters and voter contact information. We will also identify and assess relevant information related to audience motivations, barriers and education opportunities that will allow us to engage low turnout voters more successfully. Based on target demographics, we will determine what our audiences care about, what perceptions they may have about voting, how to best combat skepticism and other factors that act as barriers to voting, and how we can better raise awareness about the importance of voting.

Fenton will develop ways of working and set up a project management system that allows us to work effectively throughout the campaign, including a calendar and any necessary tracking documents to guide our efforts.

Using what we learn from our discovery and planning efforts, Fenton will develop a comprehensive campaign strategy that includes our proposed campaign tactics, budgets, goals, target audiences, strategies and a timeline outlining each phase. Finally, to organize and streamline our work together, we will develop various project management trackers to ensure all deadlines, review processes and ways of working are solidified and understood.

Task 2: MESSAGE DEVELOPMENT

Clear, compelling and educational messaging will be crucial to all elements of the campaign, vision and values in a clear, concise manner that is flexible enough to serve a wide range of stakeholders. Fenton will work closely with your team to ensure that the messaging we develop embodies the campaign's goals, articulates the methods for voting in the election, and speaks to our target audiences clearly and authentically. We will also ensure that messages are easy to understand, concise and memorable for any audience at all literacy levels.

Our message development will focus on positioning L.A. County as the trusted resource for voters. As we have in past campaigns, we'll ensure messages provide accurate and trusted information to voters. This will include information about key dates and events of the campaign, such as the voter registration deadline and Vote Center openings.

We specialize in developing materials that are easy to understand, attract attention and are representative of Los Angeles' diverse communities. To that end, our team will present a multilingual messaging strategy to plan precisely which language will be implemented for each asset or tactic. Our team has significant experience transcreating and translating assets in multiple languages to ensure messaging is accessible to all County residents of varying educational and literacy levels.

The framework for the General Election messaging will include the following elements:

- **Persuasion.** Make a resonant, compelling case about why voting matters;
- **Knowledge and information.** Inform eligible individuals about their voting rights and voting options;
- **Instruction.** Provide step-by-step instructions regarding voter registration and ways to cast a ballot;
- **Ease and accessibility.** Demonstrate the simplicity of voter registration and voting early;
- **Age, demographic and cultural relevance.** Ensure that messaging can be tailored to speak with individuals of different age groups, language preferences, and racial/ethnic backgrounds.

Our result will be a research-informed, human-centered messaging framework that will engage target audiences and center the Registrar's place as the authority on voting in L.A. County. Our team will present the branding and messaging framework document through a facilitated discussion in which we will begin to gather your feedback. Once all feedback is provided, we will create messaging templates for all outreach assets and materials, messaging phases to align with each step of the election process and translation guidance for specific phrases or election terminology.

Task 3: CREATIVE DEVELOPMENT & PRODUCTION

When developing creative content, Fenton relies on audience-specific research to ensure the campaign's themes and messaging meet target audiences where they are. Fenton strongly believes that strong creative content shows up in ways that make the campaign's messages persuasive and easy to understand. In other words, a campaign's creative elements are what bring the campaign to life.

Fenton's in-house creative department includes creative directors, art directors, designers and writers who build strong brands and compelling public outreach campaigns. The firm offers full-service capabilities for brand-building, message development, and marketing campaign assets for a wide range of mediums. The team has extensive experience working with

government agencies to conceptualize strategic ideas and bring them to life via eye-catching visual media that drives action.

Fenton will leverage the data from the Research & Discovery phase to develop the brand definition, including personality, tone, values, and message. Our team will design brand guidelines that promote interest in the Make a Plan to Vote tool, drive residents to register, and make their plan to cast their ballot. To accomplish this, we'll take an audience-driven approach and think deeply about what our prospective audiences care about and what makes them take action. The campaign's creative elements will be designed to inspire trust and attract attention.

Our creative media is built to be scalable and modular. Our team has the nimble skills to swap photos or language in ads and quickly get them back into rotation to keep a campaign performing strong. We'll build on the elements of previous campaigns and refresh the visual look and feel to reflect the diversity of LA County. We will continue centering the LA County seal for this campaign, keeping with the established branding guidelines. We will add new creative elements to keep our creative assets fresh and refined, such as color variants, fonts and design.

In addition, Fenton recognizes that not all content is the best match for every communication channel. Therefore, varying content formats are key to an effective creative strategy. In some cases, a creative piece can be neatly translated across multiple channels, but in other cases, bespoke elements must be created for each outreach channel. Fenton will ensure that our branding guidelines can speak to all elements and tactics, including but not limited to printed materials for grassroots outreach, out-of-home marketing, TV and radio ads, and digital and social media platforms.

For this election, we'll develop creative updates to better focus on audiences of low propensity voters, versus our previous focus toward voting early and by mail. This includes new photography and video assets focused on diverse and young residents across the County, as well as elements that establish the Registrar as a trusted resource and authority.

Once our branding and color palette have been reviewed, finalized and defined, Fenton will immediately work on creating all the assets and creative materials needed for our various outreach tactics. Our team can develop a wide range of assets for the resources toolkit, advertising campaign and other tactics that can be adapted into multiple languages. Fenton will ensure all creative materials are not just translated – but instead transcreated for up to 19 unique languages.

Website and Make a Plan to Vote Tool: We'll update the website following the strategy laid out in Task 1, as determined by the updated deadlines and milestones of the campaign. This will ensure the Make a Plan to Vote tool is ready and accessible for all voters for the March election

and provide a clear call to action for our outreach materials. The tool will be developed in six key languages – English, Spanish, Chinese, Korean, Tagalog and Vietnamese.

Prioritizing Language Access: We will ensure that creative content is available in up to 18 languages (prioritized by RR/CC) and complies with the Americans with Disabilities Act. Finally, to organize and track our efforts toward the campaign's goals, all creative asset production and creation will be organized in content development timelines, deadlines and trackers.

Task 4: PAID MEDIA AND LOCAL ENGAGEMENT

The partnership's core element will be our advertising campaign, as we seek to target, inform and persuade key audiences across L.A. County. Fenton's approach to paid media advertising is rooted in the R's – **Reaching** the right audience segments within **Relevant** environments that **Resonate** with the County's messaging. With detailed, data-driven insights, we can deliver the right messages that align closely with our audience's interests, values and demographics. We emphasize relevance to ensure every impression counts, driving meaningful engagement and messaging recognition.

A successful advertising campaign will hinge on access to the best possible data and market analysis. For the November 5, 2024, General Election Voter Education and Outreach Campaign, Fenton has access to best-in-class tools and data to inform and shape our media planning. Our team of experts will parse that information and develop the most cost-effective plan possible.

Through our discovery and planning process, we will determine how to allocate both budget and timing for advertising, using data and knowledge of voter preferences to shape our final media plan. This includes audience prioritization, any tactics or preferences deemed necessary by the County team, important voting deadlines along with corresponding calls to action, and prioritization of geographic areas.

Audiences. Fenton will design a multi-channel advertising campaign focused on priority audiences. Unlike previous years – which focused on education, including how and when to vote – we anticipate adjusting our targeting and messaging to focus more on convincing lower propensity voters to cast their ballot. These audiences include but are not limited to:

- Lower propensity voters between the ages of 18 to 35;
- Newly registered voters;
- Historically underserved and medium-low turnout communities and populations within the County, in key languages;
- Justice impacted individuals.

A multilingual advertising campaign is essential to engage a diverse audience across California effectively. Throughout the campaign, we will target audiences depending on their language of preference. Particular emphasis will be placed on using culturally relevant creative content to effectively reach our target demographics and ensure the campaign is reaching the most Angelenos who are eligible to vote.

In addition, our key audiences and objectives for how media is flighted will shift throughout the campaign. Our initial outreach will aim to push unregistered voters to register with and engage new voters ahead of the voter registration deadline. As we get closer to Election Day, we will shift messaging and tactics to help drive residents to Vote Centers and to cast their ballot earlier, using their preferred voting method.

Tactics. The use of advanced targeting and regular campaign performance reviews will enhance reach and allow for timely strategy adjustments for all of our tactics, ensuring the campaign is both impactful and cost-efficient across the various phases of the campaign. Depending on both budget and our finalized audience targeting, we will build a media plan that strategically deploys various advertising tactics, across different platforms.

For this campaign, our advertising strategy could include a combination of any of the following:

- **Digital Paid Media:** Digital will be a key pillar of our outreach because of the sophisticated targeting capabilities, cost efficiency and the ability to tailor messages per audience. Digital will also be a priority due to its vast reach among younger audiences. Digital also allows us to directly engage with voters across the county, who will be able to provide their outreach preferences and information for follow-up messaging and reminders via SMS or email.
 - ◆ Our digital media efforts will cover a range of outlets and mediums, including Google Search ads, YouTube, programmatic banners and social media.
 - ◆ Content will be in our various key languages, providing voter resources to audiences who may not be able to find such information elsewhere. This is especially important for Google search ads, which allow for 15 languages that we are otherwise unable to accommodate on other platforms.
 - ◆ With the online voter registration site as a focus point, we will be able to centralize and create a seamless tracking ecosystem for all of our digital advertising.
- **Ethnic Media and Out-of-Home Advertising:** Offline and hyperlocal ethnic paid media will allow us to target hard-to-reach in-language audiences across the county. This will include in-language advertising in Spanish, Chinese, Korean and other priority

languages. We will also coordinate placements with hyper-local and ethnic print media, billboards and other key placements.

- ◆ This surround sound strategy will strengthen the RR/CC's credibility and build name recognition in various communities.
 - ◆ In addition, offline media will allow us to build our reach to lower propensity voters.
 - ◆ Ethnic print media also provides an opportunity for longer-form messaging through added-value editorials from trusted sources to local communities.
- **Programmatic CTV (Connected TV):** Connected TV will serve as a secondary broadreach channel and target multicultural market, Latino and African American audiences. Programmatic video ads will leverage cross-device and advanced targeting to reach the program's target audiences effectively. Fenton will carefully monitor the effectiveness of the ads across multiple devices, including smart TVs, streaming devices, mobile phones, and tablets. A QR code will point audiences to the County's website so viewers can make their plan to vote.
- **Radio.** Ethnic and local radio provide an opportunity to connect with diverse audiences. The radio format allows media partners and hosts to customize advertising and promotional messaging specifically for their audiences, considering cultural nuances and in-language preferences. Ethnic radio is an ideal medium as the campaign's messaging is authentic and relatable, leading to higher reach and engagement.
- **In-game Display and Video.** To generate awareness among the younger audience segment (ages 18 – 22), our media strategy could potentially tap into this audience's passion for gaming and online entertainment. The in-game display strategy will integrate campaign messaging via video within the game's intrinsic display across mobile, PC and, for the first time ever, PlayStation games. This strategy will also leverage geo-targeting to accurately reach a younger demographic via popular, brand-safe and appropriate games that over-index across African American and Latino audiences.

Fenton will lead all elements of this project and deploy any necessary coordination between teams and additional vendors. Our team will negotiate competitive prices for advertising and added value wherever possible for both online and offline placements. This includes negotiating with paid media partners and robust and detailed regular ad reporting, as detailed below.

Task 5: MANAGEMENT, DEVELOPMENT AND DEPLOYMENT

Once our research, messaging and strategy have been finalized, Fenton will hit the ground running to implement our voter implementation plan and campaign strategy before September 17, 2024. This includes:

- Creation of various creative elements needed for our advertising campaign, including videos, graphics, copy and imagery;
- Translation and transcreation of materials into 19 languages, including assets for advertising, the toolkit, email/SMS and community outreach efforts;
- Deployment of all of the identified media buys and ad placements, as well as continued evaluation to ensure any necessary adjustments and optimizations are made promptly;
- Management of media partnerships, including ethnic and local outlets, digital media and other partners;
- Trafficking and management of all paid media efforts and creative;
- Drafting and execution of all direct outreach work for email and SMS campaigns, as well as editorial calendars to coordinate our efforts and regularly budget tracking and reporting for the campaigns;
- Management and creation of toolkit assets and coordination of community presentations to share the resources provided.

In addition, Fenton will support any outreach or coordination efforts brought about by rapid response moments, whether with press, community engagement or direct outreach.

To effectively implement our various programs and tactics, Fenton will create regular check-ins, work plans and timelines to coordinate with the Registrar's office and ensure all reviews and materials are delivered and executed in a timely fashion. We anticipate implementation to begin as early as late August and run through November 5, 2024.

Task 6: TRACKING AND REPORTING

At the onset of the campaign, Fenton will confirm the campaign's key performance indicators (KPIs), which will be carefully monitored and tracked throughout the duration of the campaign. Assessing the campaign's performance against specific geographic locations, languages, and target audiences will be a top priority.

Fenton will provide regular KPI reporting to ensure the campaign is achieving the desired reach and impact. Regular tracking throughout the campaign will also enable Fenton to make any necessary adjustments to the media plan and/or creative elements. In addition, if the firm sees that a key strategy is over/underperforming, resources can quickly be reallocated.

Weekly reports detailing the status of each project/deliverable and report on the campaign's KPIs will be provided. These reports will be used to document campaign progress and performance and will be a point of discussion during our regular check-ins.

At the conclusion of the campaign, Fenton will provide a detailed and comprehensive end-of-campaign report that includes details on the following:

- Campaign key findings toward our goals and objectives;
- Robust reporting on our advertising campaign, including budget and targeting breakdowns;
- Creative elements and deliverables produced, including photography, video and branding work;
- Information on relevant media briefings and ethnic media engagement;
- Direct outreach and performance metrics across email and SMS;
- Website metrics and analysis;
- Recommendations for future communications and campaigns.

Task 7: HANDOVER AND TRANSITION OF VOTER EDUCATION WEBSITE & APP

At the conclusion of the campaign, Fenton will provide all necessary details to the RR/CC staff to officially hand over the voter education website and the Make a Plan to Vote tool. This includes:

- Development of a functional “resting state” for the tool for use in between major elections
- A document with an overview of the full tech stack and information on how the tool is built, including information about the CMS, PHP multi-step structure, link with the state registration flow, and third-party API integrations
- Account details for site hosting, CMS access, as well as the various third-party tools in use for communications and analytics
- Where possible, support the County certification process with various vendors
- Training of RR/CC staff on these various tools
- Detailed map of the full possible user flow

Our team will work with the County to ensure that all elements of the website are provided to satisfaction by the January 31, 2025 deadline.

PRICING SHEET

The following is an outline of proposed activities that the Fenton team will conduct from July 21, 2024, to January 31, 2025, along with the necessary budget to complete each task.

<p>Task 1: Campaign Strategy and Planning [July – August 2024]</p> <ul style="list-style-type: none">• Kick-off meeting with personnel from the RRCC team• Demographic analysis report highlighting priority and multilingual communities for targeted outreach.• Presentation of campaign strategy, including campaign objectives, goals, audience targeting recommendations, proposed tactics and timeline for each phase of the campaign.• Campaign calendar and tracker outlining key dates for executing key phases of work.	<p>\$40,000</p>
<p>Task 2: Message Development [August 2024]</p> <ul style="list-style-type: none">• Develop campaign messaging that is easy to understand and responsive to varying literacy and education levels of the electorate.• Create a process for the RR/CC to access, review and approve campaign messaging and creative via shared online drive.• Translate and transcreate messaging in up to 19 languages.• Finalized messaging framework to inform all assets of the campaign.	<p>\$20,000</p>
<p>Task 3: Creative & Content Development [September – October 2024]</p> <ul style="list-style-type: none">• Create a centralized online shared drive for RR/CC to access, review and approve campaign content materials.• Create videos, audio, scripts, talking points – confirming all creative complies with ADA standards and industry standards;<ul style="list-style-type: none">◦ Conduct video and photography shoots for new materials.◦ Determine new subjects and coordinate with residents for filming new documentary-style videos	<p>\$200,000</p>

<p>Task 4: Paid Media Placement & Local Engagement [September – November 2024]</p> <ul style="list-style-type: none"> • Develop paid advertising campaign approach, types of outlets and media partnerships, including local and ethnic media placements. • Develop advertising strategy to reach and engage all target audience segments across broadcast, digital, social media, print, out-of-home and guerilla marketing; <ul style="list-style-type: none"> ◦ Contact and negotiate competitive price points for media buys and advertising. • Engage local ethnic media, community leaders, organizations, and influencers to build grassroots support. • Develop a detailed ad spend budget based on the campaign's allocation, which includes, but is not limited to, the media type, the name of network/outlet/platform, the allocated dollar amount and the flight time • Develop a plan to optimize creative direction and messaging during various campaign phases. • Establishing key performance indicators for campaign tracking and end-of-campaign reporting. 	<p>\$1,350,000</p>
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<p>Task 5: Implementation & Engagement [September – November 2024]</p> <ul style="list-style-type: none"> • Manage and provide all creative content to the identified outlets/networks/platforms for deployment. • Ensure deployment of all of the identified media buys and ad placements. <ul style="list-style-type: none"> ◦ Prepare contingency plans or alternative strategies if a media buy or ad placement is not meeting performance standards or key performance indicators outlined in the campaign. • Deploy direct outreach strategies and tactics, including email and SMS • Provide updates and reports throughout the campaign to confirm deployment of media buys and measure ad placement and ad performance. • Create and update a campaign toolkit in up to 19 languages to provide easy access to all campaign creative materials and assets, which can be shared with community partners. 	<p>\$330,000</p>
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<ul style="list-style-type: none"> ● Draft and implement email and SMS programs across various campaigns in up to six languages. ● Develop and maintain the online Make a Plan to Vote Tool in up to six languages. 	
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<p>Task 6: Tracking and Reporting [November – December 2024]</p> <ul style="list-style-type: none"> ● Monitor media buys and ad performance across all outlets, platforms and channels for the length of the campaign. ● Develop regular reports on the campaign progress and performance across all tactics, including advertising, website, email/SMS and toolkit metrics. ● Develop and present a comprehensive end-of-campaign report. 	\$40,000
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<p>Task 7: Handover and Transition of Voter Education Website and App [December – January 2025]</p> <ul style="list-style-type: none"> ● Training sessions for RR/CC staff on platforms utilized by the website platforms. ● Coordinate transfer of ownership for all relevant properties and platforms to the County, including hosting, logins and billing. ● Support certified county vendor process for additional platforms and vendors. ● Provide an overview of the app's structure, including key APIs and integrations. 	\$20,000
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TOTAL	\$2,000,000
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