

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



ITEM: 3.3
(ID # 22176)

MEETING DATE:
Tuesday, June 13, 2023

FROM : EXECUTIVE OFFICE:

SUBJECT: EXECUTIVE OFFICE: Ratify and Approve the Professional Service Agreement for the Illegal Fireworks & Fentanyl Awareness Outreach/Marketing Campaign with 3 Olives Media, LLC in the amount of \$275,000.00 through August 31, 2023. All Districts. [Total Cost: \$275,000 -- Funding: 33% Federal, 14% State, 7% DPSS Budget and 45% General Fund]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Ratify and Approve the Professional Service Agreement for the Illegal Fireworks and Fentanyl Awareness Outreach/Marketing Campaign General & Ethnic Paid Media Campaign with 3 Olives Media LLC through August 31, 2023, for an amount not to exceed \$275,000.00, and authorize the Chair of the Board to sign said Professional Service Agreement on behalf of the County; and.

ACTION:Policy

Jeff Van Wagenen, County Executive Officer 6/6/2023

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Washington, seconded by Supervisor Jeffries and duly carried, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Washington, and Gutierrez
Nays: None
Absent: Spiegel, Perez
Date: June 13, 2023
xc: E.O.

Kimberly A. Rector
Clerk of the Board
By:
Deputy

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FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$275,000	\$0.00	\$275,000.00	\$0.00
NET COUNTY COST	\$0.00	\$0.00	\$0.00	\$0.00
SOURCE OF FUNDS: Federal: 33%, State: 14%, DPSS Budget: 7%, General Fund: 45%			Budget Adjustment: No	
			For Fiscal Year: 22/23 – 23/24	

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

The requested Board action will approve a contract with 3 Olives Media LLC to provide a Outreach/Marketing Campaign for both Illegal Fireworks and Fentanyl Awareness.

1. Illegal Fireworks

On May 11, 2021 (Agenda Item 3.39), the Board of Supervisors adopted Ordinance No. 858.2, prohibiting illegal fireworks and approved the Fireworks Safety and Enforcement Action Plan. Ordinance 858.2 which includes:

- Allowance for the sale and use of Safe and Sane Fireworks on the Fourth of July by permit at authorized county sites designated by the Fire Chief.
- Addition of property owner liability which authorizes enforcement against property owner or person in charge of property where a fireworks violation is occurring, even if the property owner is not the specific person engaging in the behavior.
- Addition of Administrative Civil Penalty which authorizes a civil penalty for violation of one thousand dollars (\$1,000) for the first offense, two thousand dollars (\$2,000) for the second offense within thirty-six (36) months, and five thousand dollars (\$5,000) for each subsequent offense within thirty-six (36) months. Violators will have the ability to appeal the administrative citation.

In 2021, a working group was established to create the Fireworks Safety and Enforcement Action Plan (Action Plan). The working group has reconvened annually to revisit the Action Plan to ensure best practices from the previous year are implemented for the upcoming holiday.

The Action Plan includes:

- Establishing/maintaining Riverside County Sheriff Department (RSO) as the lead agency for deployment and enforcement.
- Staffing integration and deployment from RSO, Code Enforcement and Riverside County Fire Department.

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- The issuance of citations.

The Code Enforcement Department will continue to work in conjunction with the Sheriff and Fire Departments for the issuance of the civil penalties included in the ordinance. An advertising campaign is planned to educate residents on the dangers of fireworks and the penalties for violation of the ordinance. The messaging campaign will include social media outreach, billboards and a Public Service Announcement that will include collaboration with all stakeholders. The cost of \$125,000 for the messaging campaign was previously approved on April 18, 2023 (Agenda Item 3.8). Today's item requests approval of the contract for services.

Residents can visit <https://www.riversidesheriff.org/555/Fireworks> or call the Riverside County hotline at (800) 950-2444 to report the use of illegal fireworks within Unincorporated Riverside County.

2. Fentanyl Awareness

On June 29, 2021, the Board of Supervisors formed a countywide multi-disciplinary committee led by Supervisors Spiegel and Washington to assess appropriate response to the rapidly increasing instances of fentanyl involved overdoses and deaths in Riverside County. One of the key objectives of this multi-disciplinary committee is the development and implementation of a fentanyl awareness campaign explaining the dangers of illicit fentanyl to Riverside County residents.

Fentanyl is a synthetic opioid that is 80 to 100 times more potent than morphine and about 50 times more potent than heroin. Deaths caused by fentanyl have steeply increased from 5 in 2015 to 389 in 2021 in Riverside County and continue to grow year over year. Currently, the number of deaths related to fentanyl is 76 times the number it was in 2016.

The multi-disciplinary committee formed a group of communications professionals to develop the advertisements to be placed on digital and traditional media outlets. These creative assets, including static and animated graphics and videos are currently being developed in-house with mostly existing county resources.

On behalf of the countywide multi-disciplinary committee, the Executive Office is asking the Board of Supervisors to approve the Professional Service Agreement with 3 Olives Media LLC to support the County of Riverside's effort to increase awareness of the dangers of fentanyl and prevent fentanyl-related deaths. 3 Olives Media LLC will develop and implement a paid-media

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advertising campaign strategy to reach Riverside County residents between the ages of 16 - 50. 3 Olives Media LLC will utilize creative ads previously developed for the County of Riverside; this contract portion is for additional ad buys.

Impact on Residents and Businesses

A robust public information campaign regarding the use of illegal fireworks and enforcement programs will enhance the safety of our communities by lessening the associated risks.

Fentanyl has become a public health crisis that continues to affect the residents of Riverside County. This marketing campaign is intended to raise awareness of the dangers of fentanyl and prevent fentanyl deaths. The campaign will focus on messages for teenagers, young adults and middle-aged adults between the ages of 16 – 50.

Additional Fiscal Information

The total amount for the Illegal Fireworks and Fentanyl Awareness Outreach/Marketing Campaign is \$275,000.00. The cost for the illegal fireworks campaign is \$125,000.00. The Board of Supervisors approved the source of these funds from the general fund on April 18, 2023 (Agenda Item 3.8).

The cost for the fentanyl awareness campaign is \$150,000.00. The costs will be shared equally between the Department of Public Social Services and the Department of Child Support Services for \$75,000.00 each. The source of these funds includes a combination of federal, state and departmental revenue.

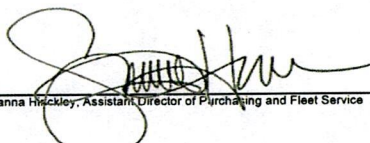
Contract History and Price Reasonableness

Per Ordinance 459 Section 7, Advertising does not require the purchasing practice of bidding and awarding under the approval of the Purchasing Agent.

ATTACHMENT A: Professional Service Agreement with 3 Olives Media LLC:

ATTACHMENT B: 3OM Media Schedule - Fireworks

ATTACHMENT C: 3OM Media Schedule - Fentanyl


Suzanna Hickey, Assistant Director of Purchasing and Fleet Service

6/1/2023


Gregg Gu, Chief Deputy County Counsel

6/2/2023

This Professional Service Agreement is made and entered into by and between 3 Olives Media LLC, a California limited liability company (herein referred to as "CONTRACTOR"), and the COUNTY OF RIVERSIDE, a political subdivision of the State of California, (herein referred to as "COUNTY"). The parties agree as follows:

1. Description of Services

1.1 CONTRACTOR shall provide all services as outlined and specified in Exhibit A, Scope of Services, at the prices stated in Exhibit B, Payment Provisions provided by CONTRACTOR.

1.2 CONTRACTOR represents that it has the skills, experience, and knowledge necessary to perform under this Agreement and the COUNTY relies upon this representation. CONTRACTOR shall perform to the satisfaction of the COUNTY and in conformance to and consistent with the highest standards of firms/professionals in the same discipline in the State of California.

1.3 CONTRACTOR affirms this it is fully apprised of all of the work to be performed under this Agreement; and the CONTRACTOR agrees it can properly perform this work at the prices stated in Exhibit B. CONTRACTOR is not to perform services or provide products outside of the Agreement.

1.4 Acceptance by the COUNTY of the CONTRACTOR's performance under this Agreement does not operate as a release of CONTRACTOR's responsibility for full compliance with the terms of this Agreement.

2. Period of Performance

2.1 This Agreement shall be effective upon signature of this Agreement by both parties and continues in effect through August 31, 2023, unless terminated earlier. CONTRACTOR shall commence performance upon signature of this Agreement by both parties and shall diligently and continuously perform thereafter. The Riverside County Board of Supervisors is the only authority that may obligate the County for a non-cancelable multi-year agreement.

3. Compensation

3.1 The COUNTY shall pay the CONTRACTOR for services performed, products provided and expenses incurred in accordance with the terms of Exhibit B, Payment Provisions. Maximum payments by COUNTY to CONTRACTOR shall not exceed two hundred seventy-five thousand dollars (\$275,000) annually including all expenses. The COUNTY is not responsible for any fees or costs incurred above or beyond the contracted amount and shall have no obligation to purchase any specified amount of services or products. Unless otherwise specifically stated in Exhibit B, COUNTY shall not be responsible for payment of any of CONTRACTOR's expenses related to this Agreement.

3.2 No price increases will be permitted during the first year of this Agreement (If applicable). All price decreases (for example, if CONTRACTOR offers lower prices to another governmental entity) will automatically be extended to the COUNTY. The COUNTY requires written proof satisfactory to COUNTY of cost increases prior to any approved price adjustment. After the first year of the award, a minimum of 30-days advance notice in writing is required to be considered and approved by COUNTY. No retroactive price adjustments will be considered. Any price increases must be stated in a written amendment to this Agreement. The net dollar amount of profit will remain firm during the period of the Agreement. Annual increases shall not exceed the Consumer Price Index- All Consumers, All Items - Greater Los Angeles, Riverside and Orange County areas and be subject to satisfactory performance review by the COUNTY and approved (if needed) for budget funding by the Board of Supervisors.

3.3 CONTRACTOR shall be paid only in accordance with an invoice submitted to COUNTY by CONTRACTOR within fifteen (15) days from the last day of each calendar month, and COUNTY shall pay the invoice within thirty (30) working days from the date of receipt of the invoice. Payment shall be made to CONTRACTOR only after services have been rendered or delivery of materials or products, and acceptance has been made by COUNTY. Prepare invoices in duplicate. For this Agreement, send the original and duplicate copies of invoices to:

County of Riverside Executive Office
4080 Lemon Street, 4th Floor
Riverside, CA 92501

- a) Email invoices to eo-accounting@rivco.org and bcfederico@rivco.org
- b) Each invoice shall contain a minimum of the following information: invoice number and date; remittance address; bill-to and ship-to addresses of ordering department/division; Agreement number (000000000000000000000000182) quantities; item descriptions, unit prices, extensions, sales/use tax if applicable, and an invoice total.
- c) Invoices shall be rendered monthly in arrears.

3.4 The COUNTY obligation for payment of this Agreement beyond the current fiscal year end is contingent upon and limited by the availability of COUNTY funding from which payment can be made, and invoices shall be rendered "monthly" in arrears. In the State of California, Government agencies are not allowed to pay excess interest and late charges, per Government Codes, Section 926.10. No legal liability on the part of the COUNTY shall arise for payment beyond June 30 of each calendar year unless funds are made available for such payment. In the event that such funds are not forthcoming for any reason,

COUNTY shall immediately notify CONTRACTOR in writing; and this Agreement shall be deemed terminated, have no further force, and effect.

4. Alteration or Changes to the Agreement

4.1 The Board of Supervisors and the COUNTY Purchasing Agent and/or his designee is the only authorized COUNTY representatives who may at any time, by written order, alter this Agreement. If any such alteration causes an increase or decrease in the cost of, or the time required for the performance under this Agreement, an equitable adjustment shall be made in the Agreement price or delivery schedule, or both, and the Agreement shall be modified by written amendment accordingly.

4.2 Any claim by the CONTRACTOR for additional payment related to this Agreement shall be made in writing by the CONTRACTOR within 30 days of when the CONTRACTOR has or should have notice of any actual or claimed change in the work, which results in additional and unanticipated cost to the CONTRACTOR. If the COUNTY Purchasing Agent decides that the facts provide sufficient justification, he may authorize additional payment to the CONTRACTOR pursuant to the claim. Nothing in this section shall excuse the CONTRACTOR from proceeding with performance of the Agreement even if there has been a change.

5. Termination

5.1. COUNTY may terminate this Agreement without cause upon 30 days written notice served upon the CONTRACTOR stating the extent and effective date of termination.

5.2 COUNTY may, upon five (5) days written notice terminate this Agreement for CONTRACTOR's default, if CONTRACTOR refuses or fails to comply with the terms of this Agreement or fails to make progress that may endanger performance and does not immediately cure such failure. In the event of such termination, the COUNTY may proceed with the work in any manner deemed proper by COUNTY.

5.3 After receipt of the notice of termination, CONTRACTOR shall:

- (a) Stop all work under this Agreement on the date specified in the notice of termination; and
- (b) Transfer to COUNTY and deliver in the manner as directed by COUNTY any materials, reports or other products, which, if the Agreement had been completed or continued, would have been required to be furnished to COUNTY.

5.4 After termination, COUNTY shall make payment only for CONTRACTOR's performance up to the date of termination in accordance with this Agreement.

7.2 The CONTRACTOR shall not, under circumstances which could be interpreted as an attempt to influence the recipient in the conduct of his/her duties, accept any gratuity or special favor from individuals or firms with whom the CONTRACTOR is doing business or proposing to do business, in accomplishing the work under this Agreement.

7.3 The CONTRACTOR or its employees shall not offer gifts, gratuity, favors, and entertainment directly or indirectly to COUNTY employees.

8. Inspection of Service; Quality Control/Assurance

8.1 All performance (which includes services, workmanship, materials, supplies and equipment furnished or utilized in the performance of this Agreement) shall be subject to inspection and test by the COUNTY or other regulatory agencies at all times. The CONTRACTOR shall provide adequate cooperation to any inspector or other COUNTY representative to permit him/her to determine the CONTRACTOR's conformity with the terms of this Agreement. If any services performed or products provided by CONTRACTOR are not in conformance with the terms of this Agreement, the COUNTY shall have the right to require the CONTRACTOR to perform the services or provide the products in conformance with the terms of the Agreement at no additional cost to the COUNTY. When the services to be performed or the products to be provided are of such nature that the difference cannot be corrected; the COUNTY shall have the right to: (1) require the CONTRACTOR immediately to take all necessary steps to ensure future performance in conformity with the terms of the Agreement; and/or (2) reduce the Agreement price to reflect the reduced value of the services performed or products provided. The COUNTY may also terminate this Agreement for default and charge to CONTRACTOR any costs incurred by the COUNTY because of the CONTRACTOR's failure to perform.

8.2 CONTRACTOR shall establish adequate procedures for self-monitoring and quality control and assurance to ensure proper performance under this Agreement; and shall permit a COUNTY representative or other regulatory official to monitor, assess, or evaluate CONTRACTOR's performance under this Agreement at any time, upon reasonable notice to the CONTRACTOR.

9. Independent Contractor/Employment Eligibility

9.1 The CONTRACTOR is, for purposes relating to this Agreement, an independent contractor and shall not be deemed an employee of the COUNTY. It is expressly understood and agreed that the CONTRACTOR (including its employees, agents, and subcontractors) shall in no event be entitled to any benefits to which COUNTY employees are entitled, including but not limited to overtime, any retirement benefits, worker's compensation benefits, and injury leave or other leave benefits. There shall be no employer-employee relationship between the parties; and CONTRACTOR shall hold COUNTY harmless

CONTRACTOR shall remove such individual from responsibility for, or involvement with, COUNTY business operations related to this Agreement.

9.6 CONTRACTOR shall notify COUNTY within five (5) business days if a Covered Individual or entity is currently excluded, suspended or debarred, or is identified as such after being sanction screened. Such individual or entity shall be promptly removed from participating in any activity associated with this Agreement.

10. Subcontract for Work or Services

No contract shall be made by the CONTRACTOR with any other party for furnishing any of the work or services under this Agreement without the prior written approval of the COUNTY; but this provision shall not require the approval of contracts of employment between the CONTRACTOR and personnel assigned under this Agreement, or for parties named in the proposal and agreed to under this Agreement.

11. Disputes

11.1 The parties shall attempt to resolve any disputes amicably at the working level. If that is not successful, the dispute shall be referred to the senior management of the parties. Any dispute relating to this Agreement, which is not resolved by the parties, shall be decided by the COUNTY's Purchasing Department's Compliance Contract Officer who shall furnish the decision in writing. The decision of the COUNTY's Compliance Contract Officer shall be final and conclusive unless determined by a court of competent jurisdiction to have been fraudulent, capricious, arbitrary, or so grossly erroneous to imply bad faith. The CONTRACTOR shall proceed diligently with the performance of this Agreement pending the resolution of a dispute.

11.2 Prior to the filing of any legal action related to this Agreement, the parties shall be obligated to attend a mediation session in Riverside County before a neutral third party mediator. A second mediation session shall be required if the first session is not successful. The parties shall share the cost of the mediations.

12. Licensing and Permits

CONTRACTOR shall comply with all State or other licensing requirements, including but not limited to the provisions of Chapter 9 of Division 3 of the Business and Professions Code. All licensing requirements shall be met at the time proposals are submitted to the COUNTY. CONTRACTOR warrants that it has all necessary permits, approvals, certificates, waivers and exemptions necessary for performance of this Agreement as required by the laws and regulations of the United States, the State of California, the

16.2 The CONTRACTOR shall protect from unauthorized disclosure names and other identifying information concerning persons receiving services pursuant to this Agreement, except for general statistical information not identifying any person. The CONTRACTOR shall not use such information for any purpose other than carrying out the CONTRACTOR's obligations under this Agreement. The CONTRACTOR shall promptly transmit to the COUNTY all third party requests for disclosure of such information. The CONTRACTOR shall not disclose, except as otherwise specifically permitted by this Agreement or authorized in advance in writing by the COUNTY, any such information to anyone other than the COUNTY. For purposes of this paragraph, identity shall include, but not be limited to, name, identifying number, symbol, or other identifying particulars assigned to the individual, such as finger or voice print or a photograph.

17. Administration/Contract Liaison

The COUNTY Purchasing Agent, or designee, shall administer this Agreement on behalf of the COUNTY. The Purchasing Department is to serve as the liaison with CONTRACTOR in connection with this Agreement.

18. Notices

All correspondence and notices required or contemplated by this Agreement shall be delivered to the respective parties at the addresses set forth below and are deemed submitted two days after their deposit in the United States mail, postage prepaid:

COUNTY OF RIVERSIDE

EXECUTIVE OFFICE
ATTN: BROOKE FEDERICO
4080 LEMON STREET, 4TH FLOOR
RIVERSIDE, CA 92501

CONTRACTOR

3 OLIVES MEDIA, LLC
ATTN: SHANNON CARLSON
10053 SAN MIGUEL CT
FOUNTAIN VALLEY, CA 92708

19. Force Majeure

If either party is unable to comply with any provision of this Agreement due to causes beyond its reasonable control, and which could not have been reasonably anticipated, such as acts of God, acts of war, civil disorders, or other similar acts, such party shall not be held liable for such failure to comply.

20. EDD Reporting Requirements

In order to comply with child support enforcement requirements of the State of California, the COUNTY may be required to submit a Report of Independent Contractor(s) form **DE 542** to the Employment Development Department. The CONTRACTOR agrees to furnish the required data and

21.4 The specified insurance limits required in this Agreement shall in no way limit or circumscribe CONTRACTOR'S obligations to indemnify and hold harmless the Indemnitees herein from third party claims.

22. **Insurance**

22.1 Without limiting or diminishing the CONTRACTOR'S obligation to indemnify or hold the COUNTY harmless, CONTRACTOR shall procure and maintain or cause to be maintained, at its sole cost and expense, the following insurance coverage's during the term of this Agreement. As respects to the insurance section only, the COUNTY herein refers to the County of Riverside, its Agencies, Districts, Special Districts, and Departments, their respective directors, officers, Board of Supervisors, employees, elected or appointed officials, agents, or representatives as Additional Insureds.

A. Workers' Compensation:

If the CONTRACTOR has employees as defined by the State of California, the CONTRACTOR shall maintain statutory Workers' Compensation Insurance (Coverage A) as prescribed by the laws of the State of California. Policy shall include Employers' Liability (Coverage B) including Occupational Disease with limits not less than \$1,000,000 per person per accident. The policy shall be endorsed to waive subrogation in favor of The County of Riverside.

B. Commercial General Liability:

Commercial General Liability insurance coverage, including but not limited to, premises liability, unmodified contractual liability, products and completed operations liability, personal and advertising injury, and cross liability coverage, covering claims which may arise from or out of CONTRACTOR'S performance of its obligations hereunder. Policy shall name the COUNTY as Additional Insured. Policy's limit of liability shall not be less than \$1,000,000 per occurrence combined single limit. If such insurance contains a general aggregate limit, it shall apply separately to this agreement or be no less than two (2) times the occurrence limit.

C. Vehicle Liability:

If vehicles or mobile equipment is used in the performance of the obligations under this Agreement, then CONTRACTOR shall maintain liability insurance for all owned, non-owned, or hired vehicles so used in an amount not less than \$1,000,000 per occurrence combined single limit. If such insurance contains a general aggregate limit, it shall apply separately to this agreement or be no less than two (2) times the occurrence limit. Policy shall name the COUNTY as Additional Insureds.

E. General Insurance Provisions - All lines:

5) If, during the term of this Agreement or any extension thereof, there is a material change in the scope of services; or, there is a material change in the equipment to be used in the performance of the scope of work; or, the term of this Agreement, including any extensions thereof, exceeds five (5) years; the COUNTY reserves the right to adjust the types of insurance and the monetary limits of liability required under this Agreement, if in the County Risk Manager's reasonable judgment, the amount or type of insurance carried by the CONTRACTOR has become inadequate.

6) CONTRACTOR shall pass down the insurance obligations contained herein to all tiers of subcontractors working under this Agreement.

7) The insurance requirements contained in this Agreement may be met with a program(s) of self-insurance acceptable to the COUNTY.

8) CONTRACTOR agrees to notify COUNTY of any claim by a third party or any incident or event that may give rise to a claim arising from the performance of this Agreement.

23. General

23.1 CONTRACTOR shall not delegate or assign any interest in this Agreement, whether by operation of law or otherwise, without the prior written consent of COUNTY. Any attempt to delegate or assign any interest herein shall be deemed void and of no force or effect.

23.2 Any waiver by COUNTY of any breach of any one or more of the terms of this Agreement shall not be construed to be a waiver of any subsequent or other breach of the same or of any other term of this Agreement. Failure on the part of COUNTY to require exact, full, and complete compliance with any terms of this Agreement shall not be construed as in any manner changing the terms or preventing COUNTY from enforcement of the terms of this Agreement.

23.3 In the event the CONTRACTOR receives payment under this Agreement, which is later disallowed by COUNTY for nonconformance with the terms of the Agreement, the CONTRACTOR shall promptly refund the disallowed amount to the COUNTY on request; or at its option the COUNTY may offset the amount disallowed from any payment due to the CONTRACTOR.

23.4 CONTRACTOR shall not provide partial delivery or shipment of services or products unless specifically stated in the Agreement.

23.5 CONTRACTOR shall not provide any services or products subject to any chattel mortgage or under a conditional sales contract or other agreement by which an interest is retained by a third party. The CONTRACTOR warrants that it has good title to all materials or products used by CONTRACTOR or provided to COUNTY pursuant to this Agreement, free from all liens, claims, or encumbrances.

**EXHIBIT B
PAYMENT PROVISION**

CONTRACTOR shall be compensated per Exhibit B1 and B2 table.

COUNTY acknowledges the impressions on Exhibit "B" are estimates. CONTRACTOR to seek approval from COUNTY for any changes to the budget allocations identified within the media categories on Exhibit "B".

2023 Riverside County Illegal Fireworks Media Schedule

	CREATIVE	TARGETING	FLIGHT DATES	ENGLISH	SPANISH	EST IMPS
OUT-OF-HOME						
(12) Digital Billboards - Lamar Package						
I-15 WL @ Ontario Ave (Corona) - General	14 x 48 Bulletin	Riverside County General Market	6/19 - 7/6	\$16,688	\$6,000	9,301,068
I-10 FWY w/o Sunset (Banning) - General	14 x 48 Bulletin	Riverside County/Coachella Valley General Market	6/19 - 7/9			
60 HWY SL .5 MI E/O Day St (Moreno Valley) - General	28 x 48 Bulletin	Riverside County General Market	6/19 - 6/25			
I-215 E/L 1.3 mi. S/O Van Buren Blvd (Perris) - Ethnic	14 x 48 Bulletin	Riverside County - Hispanic Market	6/19 - 7/6			
I-215 EL 1.1 MI N/O Nuevo Rd (Perris) - Ethnic	14 x 48 Bulletin	Riverside County - Hispanic Market	6/19 - 7/6			
I-215 EL .2 MI N/O Ethanac (Perris) - Ethnic	14 x 48 Bulletin	Riverside County - Hispanic Market	6/19 - 7/6			
Van Buren S/O Clay (Jurupa Valley)- Ethnic	10 x 21 Poster	Riverside County - Hispanic Market	6/19 - 7/6			
Magnolia and Jackson S/E Corner (Riverside) - General	10 x 21 Poster	Riverside County General Market	6/19 - 7/6			
91 FWY NL .6 MI E/O Van Buren (Riverside)- General	14 x 48 Bulletin	Riverside County General Market	6/30 - 7/6			
91 FWY SL .5MI W/O Lincoln (Corona) -General	14 x 48 Bulletin	Riverside County General Market	6/19 - 6/25			
91 FWY SL .5MI W/O Lincoln (Corona)- General	14 x 48 Bulletin	Riverside County General Market	7/6 - 7/6			
91 FWY SL .5MI W/O Serfas Club (Corona) -General	14 x 48 Bulletin	Riverside County General Market	7/3 - 7/6			
91 FWY SL .5MI W/O Serfas Club (Corona)- General	14 x 48 Bulletin	Riverside County General Market	7/3 - 7/6			
LOCAL NEWSPAPER (PRINT & ONLINE)						
SCNG: Press Enterprise + Sun/Bulletin- General	(2) Front pg strip ads - English	Riverside County General Market	6/16, 6/23	\$3,000		375,788
SCNG - PE.com- General	Online Banners (various sizes) - English	Riverside County General Market	6/12 to 7/3	\$0		58,000
SCNG - La Prensa - Ethnic	(3) Front pg strip ads - Spanish	Riverside County - Hispanic Market	6/16, 6/23, 6/30		\$2,000	319,515
SCNG - excelsiorcalifornia.com/Riverside - Ethnic	Online Banners (various sizes) - Spanish	Riverside County - Hispanic Market	6/12 to 7/3		\$0	34,000
Del Valley Informador Newspaper - Ethnic	Half page - 4c 10"w x 10.5h"	Coachella Valley - Hispanic Market	6/22, 6/29		\$1,082	332,000
STREAMING AUDIO						
Pandora/SiriusXM, Soundcloud, Stitcher w/Companion Banner- General	15 Sec Audio w/300x250 banner - English	M18-49 (70%) W18-49 (30%), HPZs*	6/12 to 7/4	\$7,000		417,661
Pandora/SiriusXM, Soundcloud, Stitcher w/Companion Banner - Ethnic	15 Sec Audio w/300x250 banner - Spanish	A18-49 Ethnic**, A18-49 Spanish-Speaking All Zips	6/12 to 7/4		\$3,000	178,998
DIGITAL DISPLAY						
Programmatic Digital Display -General	728x90, 300x250, 160x600, 320x50 static w/video link - English	M18-49 (70%) W18-49 (30%), HPZs	6/12 to 7/4	\$6,000		600,000
Programmatic Digital Display - Ethnic	728x90, 300x250, 160x600, 320x50 static w/video link - Spanish	A18-49 Ethnic, A18-49 Spanish-Speaking - All Zips	6/12 to 7/4	\$3,093	\$3,500	600,000
Key Word Search Behavioral Targeting - General	728x90, 300x250, 160x600, 320x50 static w/video link - English	A18+ "In-market for Fireworks" - All Zips	6/5 to 7/4	\$19,000		1,727,273
Key Word Search Behavioral Targeting - Ethnic	728x90, 300x250, 160x600, 320x50 static w/video link - Spanish	A18+ "In-market for Fireworks" Spanish-Speaking - All Zips	6/5 to 7/4		\$4,000	363,636
SOCIAL MEDIA						
Facebook/IG - Social Conquesting - General	1080 X 1080 Static or video - English	M18-49 (70%) W18-49 (30%), HPZs	6/12 to 7/4	\$4,000		400,000
Facebook/IG - Social Conquesting - Ethnic	1080 X 1080 Static or video -Spanish	M18-49 (70%) W18-49 (30%), Spanish-Speaking	6/12 to 7/4		\$4,000	400,000
Snapchat - Audience Targeting - General	1080 X 1920 Static or video- English	M18-49 (70%) W18-49 (30%)	6/12 to 7/4	\$4,000		400,000
LINEAR RADIO - ENGLISH						
KOLA-FM (Classic Hits) - General	15 Sec Spots- English	Riv/SB Market - General Market A18+	6/12 to 7/4	\$8,000		1,000,000
KGGI-FM (Top 40) - General	15 Sec Spots- English	Riv/SB Market - General Market A18-34	6/12 to 7/4	\$5,000		438,000
KCAL-FM (Mainstream Rock) -General	15 Sec Spots- English	Riv/SB Market - General Market M25-54	6/12 to 7/4	\$6,000		500,000
TTWN Sponsor Package - General						
KPWK-AM (Fox Sports/Dodgers)- Riv/SB						
KATY-FM (Adult Hits)						
KGGI-FM (Top 40) - Riv/SB						
KQIE-FM (R&B Oldies) - Riv/SB						
KHTI-FM (Top 40) - Temecula						
KMYT-FM (Alt Rock) - Temecula						
KTMQ-FM (Rock) - Temecula						
KCLB-FM (Rocks) - Palm Springs						
KNWZ-AM (News Talk) - Palm Springs						
LINEAR RADIO - SPANISH						
KRQB-FM (Regional Mexican) - Ethnic	15 Sec Spots, Social Media - Spanish	Riv/SB Market - General Market Hispanic A18+	6/12 to 7/4		\$6,000	400,000
KUNA-FM (Regional Mexican) - Ethnic	15 Sec Spots-- Spanish	Palm Springs/Indio Hispanic A18-34 Skews Male	6/12 to 7/4		\$2,837	214,286
KAEH-FM (Regional Mexican) - Ethnic		Hemet/San Jacinto/Moreno Valley - Hispanic A18-49				
KXRS-FM (Spanish Adult Hits) - Ethnic	15 Sec Spots, Live Reads, Endorsements - Spanish	Hemet/San Jacinto/Moreno Valley - Hispanic M25-54	6/12 to 7/4		\$3,000	166,667
KXSB-FM (Regional Mexican) - Ethnic		Riverside/Corona- Hispanic A18-49				
				\$89,581	\$35,419	19,202,191

Gross Media
Total Impressions

\$125,000
19,202,191

72% 28%

Riverside County Fentanyl Awareness Media Schedule

	CREATIVE	TARGETING	FLIGHT DATES	ENGLISH	SPANISH	EST IMPS
OUT-OF-HOME						
I-215 EL 1.1 MI N/O NUEVO RD.	14' 0" x 48' 0"	Riverside County General Market	6/12 to 7/9			
I-215 E/L 1.3 mi. S/O Van Buren Blvd	14' 0" x 48' 0"	Riverside County General Market	6/12 to 7/9			
VAN BUREN EL .1 MI S/O CLAY	10' 0" x 21' 0"	Riverside County General Market	6/12 to 7/9			
60 HWY SL .5 MI E/O DAY ST.	28' 0" x 48' 0"	Riverside County - Hispanic Market	6/12 to 7/9			
91 FWY NL .6 MI E/O VAN BUREN BLVD	14' 0" x 48' 0"	Riverside County - Hispanic Market	6/12 to 7/9	\$20,000	\$5,000	13,138,724
I-15 WL @ ONTARIO AVENUE	14' 0" x 48' 0"	Riverside County - Hispanic Market	6/12 to 7/9			
91 FWY NL .8 MI E/O SERFAS CLUB	14' 0" x 48' 0"	Riverside County - Hispanic Market	6/12 to 7/9			
I-215 EL .2 MI N/O ETHANAC	14' 0" x 48' 0"	Riverside County General Market	6/12 to 7/9			
I-215 E/L 1.3 mi. S/O Van Buren Blvd	14' 0" x 48' 0"	Riverside County General Market	6/12 to 7/9			
HWY 111 SL 350' W/O FRANK SINATRA WF	10' 6" x 36' 0"	Coachella Valley - Hispanic Market	6/12 to 7/9			
LOCAL CABLE						
Linear Cable - General	30 sec Video - English	A18-49, Parents w/ teens- Riverside, Moreno Valley, Corona, Palm Springs, Temecula zones	6/12 to 7/16	\$12,000		1,090,909
Linear Cable - Ethnic	30 sec Video - Spanish	A18-49 Hispanic, Latinx, AA (same as above)	6/12 to 7/16	\$2,000	\$6,000	727,273
STREAMING TV/CTV/OTT						
Streaming TV (CTV/OTT) - General	30 sec Video - English	A18-49, Parents w/ teens, HPZ*	6/12 to 7/16	\$12,000		363,636
Streaming TV (CTV/OTT) - Ethnic	30 sec Video - Spanish	A18-49 Ethnic + Spanish-Speaking	6/12 to 7/16	\$2,000	\$6,000	242,424
STREAMING AUDIO						
Pandora/SiriusXM, Soundcloud, Stitcher w/Companion Banner- General	30 sec script + 300x250 banner - English	P16-24, Parents w/ teens, HPZ	6/12 to 7/16	\$8,000		477,327
Pandora/SiriusXM, Soundcloud, Stitcher w/Companion Banner - Ethnic	30 sec script + 300x250 banner - Spanish	A18-49 Ethnic + Spanish-Speaking HPZ	6/12 to 7/16	\$2,000	\$4,000	357,995
NEWSPAPER						
Del Valley Informador Newspaper - Ethnic	Half page - 4c 10"w x 10.5h"	Coachella Valley - Hispanic Market	6/15, 7/6		\$1,082	332,000
DIGITAL DISPLAY						
Programmatic Digital Display -General	728x90, 300x250, 160x600, 320x50 static w/ video link - English	P16-24, Parents w/ teens + A18-49 HPZ	6/12 to 7/16	\$4,000		444,444
Programmatic Digital Display - Ethnic	728x90, 300x250, 160x600, 320x50 static w/ video link - Spanish	A18-49 Ethnic + Spanish-Speaking	6/12 to 7/16	\$2,000	\$4,000	666,666
SOCIAL MEDIA						
YouTube True Views - General	up to 30 sec video - English	P16-24, Parents w/ teens + A18-49 HPZ	6/12 to 7/16	\$5,000		600,000
YouTube True Views - Ethnic	up to 30 sec video - Spanish	A18-49 Ethnic, Spanish-Speaking	6/12 to 7/16		\$4,000	300,000
Facebook/IG - Social Conquesting - General	1080 X 1080 Static or video - English	Parents w/ teens, A18-49 HPZ	6/12 to 7/16	\$3,000		300,000
Facebook/IG - Social Conquesting - Ethnic	1080 X 1080 Static or video -Spanish	A18-49 Spanish-Speaking	6/12 to 7/16	\$3,000	\$3,000	600,000
Snapchat - Youth Targeting - General	1080 X 1920 Static or video- English	P13-21	6/12 to 7/16	\$5,000		500,000
Snapchat - Audience Targeting - Ethnic	1080 X 1920 Static or video- Spanish	A18-49 Spanish-Speaking	6/12 to 7/16		\$4,000	400,000
LINEAR RADIO - ENGLISH						
KOLA-FM (Classic Hits) - General	15/30 Sec Spots - English	Riv/SB Market - General Market A18+	6/12 to 7/16	\$8,000		1,184,500
KGGI-FM (Top 40) -General	15/30 Sec Spots - English	Riv/SB Market - General Market A18-24	6/12 to 7/16	\$4,000		375,000
KGGI-FM (Top 40) Hispanic - Ethnic	15/30 Sec Live reads, Social Medi - English	Riv/SB Market - General Market Hispanic A18-24	6/12 to 7/16	\$3,725		235,000
TTWN (Traffic and Weather Sponsor) - General						
10/15 Sec Sponsorships (M-F 6a-8p)						
KPWK-AM (Fox Sports/Dodgers)- Riv/SB						
KATY-FM (Adult Hits)						
KGGI-FM (Top 40) - Riv/SB						
KQIE-FM (R&B Oldies) - Riv/SB	10/15 Sec Traffic/Weather/News Sponsorships - English	Riv/SB, Temecula, Palm Springs Markets A18-49	6/12 to 7/16	\$6,000		1,159,400
KHTI-FM (Top 40) - Temecula						
KMYT-FM (Alt Rock) - Temecula						
KTMQ-FM (Rock) - Temecula						
KCLB-FM (Rocks) - Palm Springs						
KNWZ-AM (News Talk) - Palm Springs						
LINEAR RADIO - SPANISH						
KRQB-FM (Regional Mexican) - Ethnic	15/30 Sec Spots -Spanish	Riv/SB Market - General Market Hispanic A18+	6/12 to 7/16		\$5,000	612,700
KUNA-FM (Regional Mexican) - Ethnic	15/30 Sec Spots -Spanish	Palm Springs/Indio Hispanic A18-34 Skews Male	6/12 to 7/16		\$3,193	316,580
KAEH-FM (Regional Mexican) - Ethnic		Hemet/San Jacinto/Moreno Valley - Hispanic A18-49				
KXRS-FM (Spanish Adult Hits) - Ethnic	15 Sec Spots, Live Reads, Endorsements - Spanish	Hemet/San Jacinto/Moreno Valley - Hispanic M25-54	6/12 to 7/9		\$3,000	166,667
KXSB-FM (Regional Mexcian) - Ethnic		Riverside/Corona- Hispanic A18-49				
				\$101,725	\$48,275	24,591,245

TOTAL MEDIA
TOTAL IMPRESSIONS

150,000
24,591,245

68% 32%