

## **Exhibit B**

### **Marketing Agency Services Contract North Bay Water Quality Partnership Project Southern Sonoma and Napa County Watershed Education and Outreach Marketing Campaign**

#### ***Scope of Work***

This four-year contract is for TIV Branding to implement the Streets to Creeks Watershed Education and Outreach (Campaign) aimed at improving water quality in the southern Sonoma County and Napa County regions. The primary goal of the Campaign is to encourage public involvement and actions/activities that protect and improve the water quality in the region's main waterways and tributaries through multi-media outreach such as social media, digital, and radio advertisements, and development of a website.

Outreach topics shall be focused on current water quality trends and how day to day actions and involvement can improve water quality and watershed ecology. A secondary goal of the outreach efforts will be to gather public input to improve local and regional municipal water quality protection efforts

The Campaign is set to take place over a four-year time frame, with adaptive management strategies evaluated and amended on an annual basis. Year 1 will begin in Summer/Fall of 2025 and will focus on establishing messaging and brand recognition throughout the region. Years 2-4 will continue to build off the previous year's messaging, adapting messaging campaigns based off effectiveness and public response.

Short term (5-year) outcomes:

1. A fully implemented stormwater outreach campaign focused on the southern Sonoma County and Napa region with a goal of 12 million impressions each year, developed and launched within 90 days of project award.
2. A public participation program which encourages public input and visibility into stormwater programs included with the initial launch of the campaign.
3. The engagement of 15,000 children by year 3, with two or more schools participating per City and County jurisdiction, achieved through partnerships with City and County contacts and implementation of the Creek Protector program.

Long term (10-year) outcomes:

1. Improvement of water quality due to Streets to Creeks' educational approach successfully driving behavioral change.
2. Education of the populace and transformation of local understanding of issues facing the region's creeks through successful delivery of the Streets to Creeks campaign.
3. A reduction in litter, pathogens and pollutants in the region's creeks and waterway through successful delivery of the Streets to Creeks campaign.

The Campaign will include the use of the following:

1. Development of a website (required Section 508 standards and WCAG 2.1, Level AA compliance)

2. Printed materials
3. Signage at select locations
4. Stenciling at storm drain inlets
5. Radio advertisements
6. Other media types, as determined based on partner feedback year to year

The Campaign will evaluate and consider the use of the following:

1. Billboard and mass transit advertisements
2. Television advertisements
3. Other media types, as determined based on partner feedback year to year

The Campaign will specifically include development and dissemination of:

1. An informational, interactive website, featuring
  - Watershed map with local creeks
  - Residential and commercial best management practice pages/fact sheets for stormwater pollution prevention
  - Annual metrics of 12 million impressions
  - Website links to other water education resources
  - An interactive strategy to engage with residents on trash and pet waste management
2. Student/Youth watershed education materials (digital, printed, and place-based experiential learning focused) covering topics such as:
  - Effects of pollutants in stormwater
  - Local efforts/projects occurring to protect/enhance stormwater quality
  - Actions students can take to protect water quality
  - River/stream ecology
  - Sources of pathogen (including agricultural and domestic animal waste) pesticide, sediment, and trash pollution
  - Alternative solutions/practices
  - Integrative pest management (IPM)
  - Pollution source control
3. Educational materials (digital and printed) that cover the following topics:
  - Local pollutants of concern and regional water quality issues
  - Benefits of water-efficient and stormwater- friendly landscaping

- Proper application of pesticides, herbicides, and fertilizers
  - Best management practices to reduce or eliminate illicit discharges from organized car
  - washes mobile cleaning and pressure washing operations, and landscape irrigation
  - Illicit discharge awareness and illicit discharge and spill reporting including promotion of the Permittee's illicit discharge reporting hotline per the section Illicit Discharge and Spill Response Plan.
4. A social media toolkit
  5. Digital ads
  6. Audio and video files
  7. Solicitation of public input and recommendations to improve municipal stormwater program activities
  8. Bi-lingual Spanish - English outreach materials, including pollution prevention factsheets

Quarterly reporting and documentation shall include:

1. Invoices of staff time and task descriptions
2. Metrics around impressions and engagements with the campaign
3. Samples of materials used and produced
4. Brief narrative describing activities performed in reporting period

The Campaign will be developed by TIV Branding and County personnel will primarily provide the role of approval. County personnel, in partnership with the municipalities included in the North Bay Water Quality Partnership Project, will provide input and feedback on the Campaign on a routine and as-needed basis.

## Schedule

Task	Due Date
Completion of contract	May 7 <sup>th</sup> through 30 <sup>th</sup> , 2025
Kickoff meeting	June 2025
Completion of discovery phase	June 2025
Completion of campaign strategy phase	July 2025
Completion of campaign creation phase	August 2025
Campaign launch	August 16 <sup>th</sup> 2025
Campaign pause for holidays	November 15 <sup>th</sup> , 2025
Review August - November campaign and adjust as needed	November 16 <sup>th</sup> 2025 – January 14 <sup>th</sup> 2026
Campaign resumes	January 15 <sup>th</sup> , 2026
Review January - July campaign and adjust as needed	July 1 <sup>st</sup> 2026 – July 15 <sup>th</sup> 2026
Next campaign launch	August 15 <sup>th</sup> , 2026
Year 2 of campaign	August 2026 – August 2027
Year 3 of campaign	August 2027 – August 2028
Year 4 of campaign	August 2028 – August 2029

## Exhibit C

### *Budget*

<b>1. Streets to Creeks agency toolkit access</b> 1.1: Use of all current materials 1.2: Updates to foundations campaign tools 1.3: All hosting, subscriptions and general campaign needs	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	
<b>2. Develop and implement targeted Streets to Creeks marketing campaign</b> 2.1 Develop locally-relevant campaign assets (Year 1: \$10,500/60 hours) 2.2 Develop, implement and manage marketing campaign (\$31,150/178 hours)	\$41,650.00	\$31,650.00	\$31,650.00	\$31,650.00	
<b>3. Ad budgets, digital management and printing costs</b> 3.1: Implement targeted Streets to Creeks digital campaign (\$12,000) 3.1.1: Digital media channels 3.1.2: Digital management 3.2: Print materials, print ads and other physical goods (\$4,850)	\$16,850.00	\$16,850.00	\$16,850.00	\$16,850.00	

This budget will include all expenses including hourly labor (\$175/hr.), software costs, software maintenance costs, implementation fees, shipping, insurance, communications, documentation reproduction, and all other expenses. This budget will not change unless the scope of the project changes and an amended contract is developed and signed by both parties.