

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Veterans Services	(2) MEETING DATE 3/4/2014	(3) CONTACT/PHONE Dana Cummings 781-5766	
(4) SUBJECT Request to approve a contract for the special one-time communications program with McNally Temple Associates in the amount of \$372,000. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the contract with McNally Temple Associates in the amount of \$372,000 to implement a state-wide communication plan to provide veteran outreach. All Districts.			
(6) FUNDING SOURCE(S) CDVA	(7) CURRENT YEAR FINANCIAL IMPACT \$372,000	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ___) <input type="checkbox"/> Board Business (Time Est. ___)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A    Date <u>Item #27 - 11/26/2014</u>	
(17) ADMINISTRATIVE OFFICE REVIEW  <i>Robert D. Cone</i>			
(18) SUPERVISOR DISTRICT(S) All Districts -			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Veterans Services / Dana Cummings  
781-5766

DATE: 3/4/2014

SUBJECT: Request to approve a contract for the special one-time communications program with McNally Temple Associates in the amount of \$372,000. All Districts.

## **RECOMMENDATION**

It is recommended that the Board approve the contract with McNally Temple Associates in the amount of \$372,000 to implement a state-wide communication plan to provide veteran outreach. All Districts.

## **DISCUSSION**

The State of California has allocated \$400,000 in one-time subvention funding to implement a state-wide communications plan to improve outreach to veterans per Provisional Language for line item 8955-101-0001 of the State Budget Act of 2013.

The County of San Luis Obispo is the lead agency and has selected McNally Temple Associates to implement the state-wide communications plan to improve outreach to veterans through the Request For Proposal (RFP) process. McNally Temple Associates was the only firm that sent in a complete RFP packet for consideration.

The contractor has developed a plan fulfill the requirements of the project including a timeline and reporting matrices to meet the requirements set out in the contract implementing the following best practices:

1. Increase public presence and public awareness of veterans while increasing veterans' awareness of the benefits and services CVSOs provide. Rebrand and re-message who veterans are and the strengths veterans bring to the community and debunk myths regarding veterans and the benefits and services that may or may not be available. Ensure that we are asking "Have you served in the military?" instead of "Are you a veteran?".
2. Create Public Service Announcements (PSA) to show in the lobbies of the CVSO and other offices such as mental health, social services, and medical services agencies across all levels of government (Federal, State and local).
3. Increase the frequency of press releases regarding veteran benefit information.
4. Develop mass marketing efforts such as movie theater ads, PSAs, bus advertisements, etc.
5. Focus on how to increase awareness of how to locate and connect with their CVSO's benefits and services by veterans and their families from various emerging veteran demographic groups such as women, Lesbian, Gay, Bi-sexual, and Transgender, and veterans impacted by Federal Don't Ask Don't Tell policies.

The State desires this communications plan to significantly impact attainment of the strategic goals and implementation of best practices, identified in the California Department of Veterans Affairs' (CalVet) report to the Legislature entitled "CalVet and County Veterans Service Officers Strategic Partnership and Best Practices." This report to the Legislature underscored the fact that CalVet and the County Veterans Service Officers (CVSO) are uniquely positioned to be successful by working together through these best practices.

## **OTHER AGENCY INVOLVEMENT/IMPACT**

The County Administrative Office has reviewed this item and County Counsel has reviewed and approved the agreement as to form and legal affect. The California Department of Veterans Affairs is a state level strategic partner and the California Association of County Veterans Service Officers represents county level strategic partners around the state.

## **FINANCIAL CONSIDERATIONS**

The communications program is being funded by one-time state subvention funds in the amount of \$400,000. \$372,000 of the project funds will be used for the production, distribution and implementation of the communication project. As the lead agency overseeing the contract San Luis Obispo County will be reimbursed \$28,000 (7% of the contract cost) for administrative expenses. These funds will be used by the Veterans Services Department to cover the cost of staff to manage the contract with McNally Temple Associates and to interface with the other agencies involved with the program.

## **RESULTS**

The County Veterans Services Office will oversee the communications project funded from the one-time special subvention funds to create media material to promote veterans services throughout the state. This will contribute to the County's goals of being a Healthy, Livable and Prosperous Community.

## **ATTACHMENTS**

1. Final approved contract between San Luis Obispo County signed by McNally Temple Associates
2. Communications project final plan