

Parent and Public Education Contract

Term: July 1, 2024 to June 30, 2025

Amount not to exceed: \$400,000.00

Line Item	Budget	Background
Communications/Parent & Public Education Planning and Implementation	\$80,000.00	Situational analysis, definition of goals, objectives, and stakeholders, recommend methods and messages, develop strategic communications plan, work plan development and execution of campaign tactics.
Public Education – Media Buy	\$200,000.00	Television, radio, transit shelters, digital, video, shopping centers, print and/or other media as appropriate and approved by Commission staff.
Public Education – Videos	\$25,000.00	Production of videos/Public Service Announcements
Public Education and Outreach Events	\$15,000.00	Community outreach activities that highlight First 5 SD commitment to promoting the <i>Live Well San Diego</i> vision for children 0 to 5 and their families. Includes research, planning, earned media promotion, social media, & vendor coordination.
Public Education – Evaluation and Recap Summary	\$5,600.00	Community outreach activities that highlight the successes and progress of First 5 San Diego
Web-based Strategies	\$40,000.00	Program and e-blast bi-monthly e-newsletter to the community to increase awareness of programs and services, post online video vignettes. App maintenance and updates; website updates. Social media content, strategy and posting on Twitter, Facebook, and Instagram.
Annual Report Design and Production	\$16,400.00	Design and produce First 5 San Diego annual report to the community, Annual Report snapshot video/webpage. Includes photography.
Administration and Special Projects	\$18,000.00	Administration and additional projects as needed (special events, outreach opportunities, etc.) per Commission staff.
TOTAL	\$400,000	