



**DESERT HEALTHCARE FOUNDATION  
BOARD MEETING  
Board of Directors  
March 24, 2020  
6:30 P.M.**

**Immediately Following the Adjournment of the Desert Healthcare District Board Meeting**

**In accordance with the current State of Emergency and the Governor's Executive Orders N-25-20, of March 12, 2020, and N-33-20 of March 19, 2020, teleconferencing will be used by Board members and appropriate staff members during this meeting. Members of the public will be able to participate by telephone, using the follow dial in information:**

**Dial in #: (877) 304-9269  
Passcode 594808#**

<i>Page(s)</i>	<i>AGENDA</i>	<i>Item Type</i>
	<i>Any item on the agenda may result in Board Action</i>	
	<b>A. CALL TO ORDER – President De Lara</b> Roll Call ____Director Shorr____Director Zendle, MD____Director PerezGil____ Director Rogers, RN____Director Matthews____ Vice-President/Secretary Borja____President De Lara	
<b>1-2</b>	<b>B. APPROVAL OF AGENDA</b>	<b>Action</b>
	<b>C. PUBLIC COMMENT</b> At this time, comments from the audience may be made on items <u>not</u> listed on the agenda that are of public interest and within the subject-matter jurisdiction of the Foundation. The Board has a policy of limiting speakers to no more than three minutes. The Board cannot take action on items not listed on the agenda. Public input may be offered on agenda items when they come up for discussion and/or action.	

	<b>D. CONSENT AGENDA</b>	<b>Action</b>
	All Consent Agenda item(s) listed below are considered to be routine by the Board of Directors and will be enacted by one motion. <u>There will be no separate discussion of items unless a Board member so requests, in which event the item(s) will be considered following approval of the Consent Agenda.</u>	
3-7	1. BOARD MINUTES	
8-16	a. Board of Directors Meeting – February 25, 2019	
	2. FINANCIALS - Approval of the February 2020 Financial Statements – F&A Approved March 10, 2020	
	3. AUDIT FIRM	
17-18	a. Audit firm proposal and annual budget of up to \$50,000 of grant budget to provide financial statement audits for small non-profit organizations	
19-54	4. Coachella Valley Health Info Place (CVHIP) Marketing Campaign – Estimated \$14,555 over 10 months	
55	5. Grant #1046 – Public Health Institute – Modified Contract Exhibit B – Payment Schedule, Requirements & Deliverables to reflect grant term end date	
56-58	a. Exhibit B Amended	
	<b>E. DESERT HEALTHCARE FOUNDATION CEO REPORT –</b>	
	Conrado E. Bárzaga, MD	
	1. Coronavirus Disease (COVID-19) Update on Homelessness Community	
	a. Consideration to approve \$75,000 from the Homelessness Initiative Fund to support core operations of grants up to \$25,000 to the three largest organizations serving people experiencing homelessness and migrant workers (Coachella Valley Rescue Mission, Martha’s Village & Kitchen, and Galilee Center)	<b>Action</b>

**F. ADJOURNMENT**

*If you have any disability which would require accommodation to enable you to participate in this meeting, please email Andrea S. Hayles, Special Assistant to the CEO and Board Relations Officer, at ahayles@dhcd.org or call (760) 323-6110 at least 24 hours prior to the meeting.*



**DESERT HEALTHCARE FOUNDATION  
BOARD OF DIRECTORS MEETING  
MEETING MINUTES  
February 25, 2020**

<b>Directors Present</b>	<b>District Staff Present</b>	<b>Absent</b>
President Leticia De Lara Vice-President/Secretary Karen Borja Treasurer Mark Matthews - <i>Telephonic</i> Director Carole Rogers Director Evett PerezGil Director Les Zendle, MD Director Arthur Shorr	Conrado E. Bárzaga, MD, CEO Chris Christensen, CAO Donna Craig, Senior Program Officer Alejandro Espinoza, Program Officer and Outreach Director Will Dean, Director of Communications and Marketing Meghan Kane, Program & Research Analyst Andrea S. Hayles, Clerk of the Board  <u>Legal Counsel</u> Jeff Scott	

<b>AGENDA ITEMS</b>	<b>DISCUSSION</b>	<b>ACTION</b>
<b>A. Call to Order</b>  <b>Roll Call</b>	President De Lara called the meeting to order at 6:47 p.m.  The Clerk of the Board called the roll with all Directors present.	
<b>B. Approval of Agenda</b>	President De Lara asked for a motion to approve the agenda.	<b>#18-46 MOTION WAS MADE by Director Shorr, seconded by Director Zendle to approve the agenda.</b> <b>Motion passed unanimously.</b> <b>AYES – 7 President De Lara, Vice-President Borja, Director Matthews, Director Rogers, Director PerezGil, Director Zendle, and Director Shorr.</b> <b>NOES – 0</b> <b>ABSENT – 0</b>
<b>C. Public Comment</b>	Greg Rodriguez, Government Relations and Public Policy Advisor for Fourth District Riverside County Supervisor V. Manuel Perez, referenced Vice-President Borja's	

DESERT HEALTHCARE FOUNDATION  
BOARD OF DIRECTORS MEETING  
MEETING MINUTES  
February 25, 2020

	comments on the Oasis Mobile Park explaining that the area is out of the county's jurisdiction; the county held a community forum with a large turnout and continues to work with Torres Martinez Desert Cahuilla Indians that own the land.	
<b>D. Consent Agenda</b> <b>1. Board Minutes</b> <b>a. Board of Directors Meeting – January 28, 2020</b>  <b>2. Financials – Approval of the January 2020 Financial Statements – F&amp;A Approved February 11, 2020</b>  <b>3. Grants</b> <b>a. #1041 – John F. Kennedy Memorial Foundation – Safecare in-Home Visitation Program - \$50,000</b>	President De Lara asked for a motion to approve the consent agenda.	<b>#18-47 MOTION WAS MADE by Director Shorr, seconded by Vice-President Borja to approve the Board meeting minutes. Motion passed unanimously.</b> <b>AYES – 7 President De Lara, Vice-President Borja, Director Matthews, Director Rogers, Director PerezGil, Director Zendle, and Director Shorr.</b> <b>NOES – 0</b> <b>ABSENT – 0</b>
<b>E. Desert Healthcare Foundation CEO Report</b> <b>1. AB 617 – Consideration to approve CONCUR, Inc. proposal and proposed budget for stakeholder assessment and facilitation services for Eastern Coachella Valley Air Quality Emergency</b>  <b>2.</b>	<p>Conrado E. Bárzaga, MD, CEO, explained his recommendation to approve an emergency communication plan with CONCUR, Inc.</p> <p>Director Matthews requested that staff include the funding from the Avery Pulmonary Trust,</p>	<b>#18-48 MOTION WAS MADE by Vice-President Borja, seconded by Director Rogers to approve the CONCUR, Inc. proposal and budget for stakeholder assessment and facilitation services for Eastern Coachella Valley Air Quality Emergency Communications Plan. Motion passed unanimously.</b> <b>AYES – 7 President De Lara, Vice-President Borja, Director Matthews, Director Rogers, Director PerezGil, Director Zendle, and Director Shorr.</b>



**DESERT HEALTHCARE FOUNDATION  
BOARD OF DIRECTORS MEETING  
MEETING MINUTES  
February 25, 2020**

<p style="text-align: center;"><b>Communications Plan – NTE \$191,573</b></p>	<p>which is supporting the plan.</p> <p>Miguel Romero, Field Representative, Assemblymember Eduardo Garcia's office, read a letter from the Assemblymember supporting the emergency communications plan.</p> <p>Dr. Maria Gander, Superintendent, Coachella Valley Unified School District (CVUSD), explained her support for the plan, requesting that the District remain a leader on the airborne issues.</p>	<p><b>NOES – 0 ABSENT – 0</b></p>
<p><b>F.1. Finance, Legal, Administration and Real Estate Committee</b></p> <p style="padding-left: 20px;"><b>1. Meeting Minutes – February 11, 2020 meeting</b></p> <p><b>F.2.1. Program Committee</b></p> <p style="padding-left: 20px;"><b>1. Meeting Minutes – February 11, 2020</b></p>	<p>Director Matthews explained the minutes of the February F&amp;A Committee meeting.</p> <p>Donna Craig, Chief Program Officer, described the minutes of the February 11, Program Committee meeting.</p>	
<p><b>G. Old Business</b></p> <p style="padding-left: 20px;"><b>1. Behavioral Health Initiative Update</b></p>	<p>Conrado E. Bárzaga, MD, CEO, explained that there are upcoming interviews for the Senior Program Officer who will oversee the Behavioral Health Initiative.</p>	

DESERT HEALTHCARE FOUNDATION  
BOARD OF DIRECTORS MEETING  
MEETING MINUTES  
February 25, 2020

<p><b>2. Homelessness Initiative</b> <b>a. Consideration to approve Resolution #20-01 for the Foundation to serve as the fiscal agent of the Coachella Valley Association of Governments (CVAG) Homelessness Committee – Subcommittee Coachella Valley Homelessness Engagement &amp; Action Response Team (CVHEART)</b></p>	<p>Conrado E. Bárzaga, MD, CEO, explained the Coachella Valley Association of Governments (CVAG) subcommittee, CVHEART, describing the different options for sustainability of the collaborative. CVAG requires a fiscal sponsor to facilitate the program since it is not a 501(c)(3). There would be administrative costs associated with the Foundation as a fiscal agent.</p>	<p><b>#18-48 MOTION WAS MADE by Vice-President Rogers, seconded by Director PerezGil to approve Resolution #20-01 for the Foundation to serve as the fiscal agent of the Coachella Valley Association of Governments (CVAG) Homelessness Committee – Subcommittee Coachella Valley Homelessness Engagement &amp; Action Response Team (CVHEART) Motion passed unanimously. AYES – 7 President De Lara, Vice-President Borja, Director Matthews, Director Rogers, Director PerezGil, Director Zendle, and Director Shorr. NOES – 0 ABSENT – 0</b></p>
<p><b>H. New Business</b></p>	<p>There was no new business.</p>	
<p><b>I. Directors' Comments, Reports, Informational Items, &amp; Staff Direction and Guidance</b></p>	<p>Director Zendle requested scheduling possibly in the fall, a special meeting or study session on addressing funding in the east Valley versus the west Valley prior to adopting the Strategic Plan.</p> <p>Director Rogers reiterated Director Zendle's comments explaining that additional funding is necessary in the east.</p>	
<p><b>J. Adjournment</b></p>	<p>President De Lara adjourned the meeting at 7:18 p.m.</p>	<p><b>Audio recording available on the website at <a href="https://www.dhcd.org/Agendas-and-Documents">https://www.dhcd.org/Agendas-and-Documents</a></b></p>

ATTEST: \_\_\_\_\_



**DESERT HEALTHCARE FOUNDATION  
BOARD OF DIRECTORS MEETING  
MEETING MINUTES  
February 25, 2020**

Karen Borja, Vice-President/Secretary  
Desert Healthcare District Board of Directors

*Minutes respectfully submitted by Andrea S. Hayles, Clerk of the Board*

DRAFT

DESERT HEALTHCARE FOUNDATION					
FEBRUARY 2020 FINANCIAL STATEMENTS					
INDEX					
Statement of Operations					
Balance sheet					
Allocation of Restricted Funds					
Deposit Detail					
Check Register					
Credit Card Expenditures					
Schedule of Grants					

**Desert Healthcare Foundation**  
**Profit & Loss Budget vs. Actual**  
July 2019 through February 2020

	MONTH			TOTAL		
	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb 20	Budget	\$ Over Budget
<b>Income</b>						
4000 · Gifts and Contributions	10	5,000	(4,990)	102,031	10,000	92,031
4003 · Grants	0	29,167	(29,167)	200,000	233,336	(33,336)
4116 · Bequests - Frederick Lowe	8,927	5,417	3,510	50,121	43,336	6,785
4130 · Misc. Income	0	83	(83)	0	664	(664)
8015 · Investment Interest Income	17,652	8,333	9,319	118,622	66,664	51,958
8040 · Restr. Unrealized Gain/(Loss)	(155,890)	14,583	(170,473)	89,098	116,664	(27,566)
<b>Total Income</b>	<b>(129,301)</b>	<b>62,583</b>	<b>(191,884)</b>	<b>559,872</b>	<b>470,664</b>	<b>89,208</b>
<b>Expense</b>						
5001 · Accounting Services Expense	661	667	(6)	5,288	5,336	(48)
5035 · Dues & Memberships Expense	0	42	(42)	25	336	(311)
5057 · Investment Fees Expense	4,420	2,500	1,920	31,393	20,000	11,393
5065 · Legal Costs Ongoing Expense	0	83	(83)	0	664	(664)
5101 · DHCD-Exp Alloc Wages& benefits	25,473	27,854	(2,381)	203,784	222,832	(19,048)
5106 · Marketing & Communications	21	3,958	(3,937)	4,226	31,664	(27,438)
5110 · Other Expenses	471	417	54	4,822	3,336	1,486
5115 · Postage & Shipping Expense	0	8	(8)	0	64	(64)
5120 · Professional Fees Expense	0	83	(83)	0	664	(664)
5210 · RSS Jr - Overhead Allocation	0	(1,417)	1,417	(3,947)	(11,336)	7,389
8051 · Major grant expense	0	20,833	(20,833)	218,716	166,664	52,052
8052 · Grant Expense - Collective/Mini	0	27,500	(27,500)	0	220,000	(220,000)
8053 · Grant Expense - RSS Jr	0	5,000	(5,000)	0	40,000	(40,000)
<b>Total Expense Before Social Services</b>	<b>31,046</b>	<b>87,528</b>	<b>(56,482)</b>	<b>464,309</b>	<b>700,224</b>	<b>(235,915)</b>
5054 · Social Services Fund	0	3,333	(3,333)	12,000	26,664	(14,664)
<b>Net Income</b>	<b>(160,347)</b>	<b>(28,278)</b>	<b>(132,069)</b>	<b>83,567</b>	<b>(256,224)</b>	<b>339,791</b>

**Desert Healthcare Foundation**  
**Balance Sheet**  
As of February 29, 2020

						Feb 29, 20
<b>ASSETS</b>						
<b>Current Assets</b>						
<b>Checking/Savings</b>						
<b>100 · CASH</b>						
				<b>146 · Checking - Pacific Premier 6718</b>		10,535
				<b>149 · Money Market - Pacific Premier</b>		1,945
				<b>150 · Petty Cash</b>		200
				<b>151 · Checking - Union Bank 7611</b>		430,248
				<b>155 · Summer Homeless Survival Fund</b>		11,374
				<b>Total Checking/Savings</b>		454,302
<b>Other Current Assets</b>						
<b>476-486 · INVESTMENTS</b>						
<b>477 · Morgan Stanley-Investments</b>						
				<b>477.2 · Unrealized Gain/(Loss)</b>		173,379
				<b>477 · Morgan Stanley-Investments - Other</b>		3,998,283
				<b>Total 477 · Morgan Stanley-Investments</b>		4,171,662
<b>486 · Merrill Lynch</b>						
				<b>486.1 · Merrill Lynch Unrealized Gain</b>		298,472
				<b>486 · Merrill Lynch - Other</b>		1,713,282
				<b>Total 486 · Merrill Lynch</b>		2,011,755
				<b>Total 476-486 · INVESTMENTS</b>		6,183,416
<b>500 · CONTRIBUTIONS -RCVB -CRTS</b>						
				<b>515 · Contrib RCVB-Pressler CRT</b>		63,217
				<b>530 · Contrib RCVB-Guerts CRT</b>		126,022
				<b>Total 500 · CONTRIBUTIONS -RCVB -CRTS</b>		189,239
				<b>601 · Prepaid Payables</b>		3,143
				<b>Total Other Current Assets</b>		6,375,798
				<b>Total Current Assets</b>		6,830,100
<b>TOTAL ASSETS</b>						<b>6,830,100</b>

**Desert Healthcare Foundation**  
**Balance Sheet**  
As of February 29, 2020

					Feb 29, 20
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
			1000 · Accounts Payable		4,356
			1052 · Account payable-DHCD Exp Alloc		80,361
			<b>Total Accounts Payable</b>		<b>84,717</b>
<b>Other Current Liabilities</b>					
			2190 · Current - Grants payable		2,106,963
			<b>Total Current Liabilities</b>		<b>2,191,680</b>
<b>Long Term Liabilities</b>					
			2186 · Grants payable		2,260,000
			<b>Total Liabilities</b>		<b>4,451,680</b>
<b>Equity</b>					
			3900 · Retained Earnings		2,294,853
			Net Income		83,567
			<b>Total Equity</b>		<b>2,378,420</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>					<b>6,830,100</b>

DESERT HEALTHCARE FOUNDATION					
BALANCE SHEET 2/29/20					
ALLOCATION OF MAJOR CATEGORIES/LIABILITIES					
		T/B	GENERAL	Restricted	
			Fund	Funds	Trusts
<b>ASSETS</b>					
	146 · Checking Pacific Premier 6718	10,535	10,535		
	149 · Money Market Pacific Premier Bank	1,945	1,945		
	150 · Petty Cash	200	200		
	151 · Checking - Union Bank 7611	430,248	430,248		
	155 · Summer Homeless Survival Fund	11,374		11,374	
	<b>Total 100 · CASH - UNRESTRICTED</b>	<b>454,302</b>	<b>442,928</b>	<b>11,374</b>	<b>-</b>
	477 · Invt-Morgan Stanley				
	477.2 · Unrealized Gain	173,379	173,379		
	477 · Invt-Morgan Stanley	3,998,283		3,998,283	
	<b>Total 477 · Invt-Morgan Stanley</b>	<b>4,171,662</b>	<b>173,379</b>	<b>3,998,283</b>	
6441	486.1 · Merrill Lynch Unrealized Gain	298,472	298,472		
	486 · Merrill Lynch	1,713,282	1,355,976	357,306	
	<b>Total 486 · Merrill Lynch</b>	<b>2,011,755</b>	<b>1,654,448</b>	<b>357,306</b>	
	515 · Contrib RCVB-Pressler CRT	63,217			63,217
	530 · Contrib RCVB-Guerts CRT	126,022			126,022
	601 · Prepaid payables	3,143	3,143		
	<b>Total Current Assets</b>	<b>6,830,100</b>	<b>2,273,898</b>	<b>4,366,963</b>	<b>189,239</b>
	<b>TOTAL ASSETS</b>	<b>6,830,100</b>	<b>2,273,898</b>	<b>4,366,963</b>	<b>189,239</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
	1000 · Accounts Payable	4,356	4,356		
	1052 · Account Payable - DHCD - Alloc Expenses	80,361	80,361		
	2190 · Grants Payable - Current Portion	2,106,963		2,106,963	
	<b>Total Current Liabilities</b>	<b>2,191,680</b>	<b>84,717</b>	<b>2,106,963</b>	<b>-</b>
	2186 · Grant Payable - Long Term	2,260,000		2,260,000	
	<b>Total Liabilities</b>	<b>4,451,680</b>	<b>84,717</b>	<b>4,366,963</b>	<b>-</b>
<b>Equity</b>					
	3900 · Retained Earnings	2,294,853	2,105,614		189,239
	Net Income	83,567	83,567		
	<b>Total Equity</b>	<b>2,378,420</b>	<b>2,189,181</b>	<b>-</b>	<b>189,239</b>
	<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>6,830,100</b>	<b>2,273,898</b>	<b>4,366,963</b>	<b>189,239</b>

**Desert Healthcare Foundation**  
**Deposit Detail**  
February 2020

Type	Date	Name	Account	Amount
Deposit	02/10/2020		151 · Checking - Union Bank 7611	25,000
Payment	02/10/2020	Tenet Healthcare Corporation	1499 · Undeposited Funds	(25,000)
TOTAL				(25,000)
Deposit	02/18/2020		151 · Checking - Union Bank 7611	8,927
		American Society of Composers	4116 · Bequests - Frederick Lowe	(8,927)
TOTAL				(8,927)
Deposit	02/27/2020		151 · Checking - Union Bank 7611	10
		Misc.	4000 · Gifts and Contributions	(10)
TOTAL				(10)
			Total	33,937

**Desert Healthcare Foundation**  
**Check Register**  
**As of February 29, 2020**

Type	Date	Num	Name	Amount
<b>100 · CASH</b>				
<b>146 · Checking - Pacific Premier 6718</b>				
Check	02/04/2020			(109)
<b>Total 146 · Checking - Pacific Premier 6718</b>				<b>(109)</b>
<b>151 · Checking - Union Bank 7611</b>				
Bill Pmt -Check	02/06/2020	5023	City of Palm Springs	(101,250)
Bill Pmt -Check	02/06/2020	5024	City of Palm Springs	(25,000)
Bill Pmt -Check	02/06/2020	5025	Palms to Pines Printing	(372)
Bill Pmt -Check	02/06/2020	5026	Vanessa Smith	(169)
Bill Pmt -Check	02/19/2020	5027	Angel View Inc.	(22,500)
Bill Pmt -Check	02/19/2020	5028	Coachella Valley Volunteers in Medicine	(22,500)
Bill Pmt -Check	02/19/2020	5029	Palms to Pines Printing	(1,846)
Bill Pmt -Check	02/21/2020	5030	Boys & Girls Club of Palm Springs	(3,706)
Bill Pmt -Check	02/21/2020	5031	Cardmember Services	(21)
Bill Pmt -Check	02/21/2020	5032	Desert Recreation District	(18,264)
Bill Pmt -Check	02/21/2020	5033	State of Calif. Dept. of Insurance	(150)
Check	02/25/2020			(212)
<b>Total 151 · Checking - Union Bank 7611</b>				<b>(195,990)</b>
<b>TOTAL</b>				<b>(196,099)</b>



DESERT HEALTHCARE FOUNDATION								
OUTSTANDING GRANTS AND GRANT PAYMENT SCHEDULE								
February 29, 2020								
TWELVE MONTHS ENDED JUNE 30, 2020								
A/C 2190 and A/C 2186-Long term			6/30/2019 Open	New Grants Current Yr	Total Paid	2/29/2020 Open		
Grant ID Nos.	Name		BALANCE	2019-2020	July-June	BALANCE		
	Mayor's Check recorded - \$100K HP		\$ 31,898		\$ 10,896	\$ 21,002	100 HP-cvHIP	
	Mayor's Check recorded - \$100K HP		\$ 100,000		\$ -	\$ 100,000	100 HP - cvHIP	
BOD - 7/25/17 (#937)	*West Valley Homelessness Initiative - Matching Grant		\$ 1,125,712		\$ 1,125,712	\$ -	Homelessness	
BOD - 9/26/17- RSS	RSS Funds-From Investment Funds for additional 4th year		\$ 53,810		\$ -	\$ 53,810	RSS	
TCE Grant 01/31/18	Cal Endowment - Community & Health Policy Analysts 12/1/17- 11/30/18		\$ 64,817		\$ 30,768	\$ 34,049	TCE	
BOD - 04/24/18	Behavioral Health Initiative Collective Fund		\$ 1,985,200		\$ 33,200	\$ 1,952,000	Behavioral Health	
BOD - 06/26/18 BOD	Avery Trust Funds-Committed to Pulmonary services		\$ 1,000,000		\$ -	\$ 1,000,000	Avery Trust	
BOD - 10/23/18 BOD	RSS Grant from Desert Healthcare District		\$ 16,762		\$ 5,818	\$ 10,945	RSS	
BOD - 5/28/19 BOD (#993)	Galilee Center - Emergency Services		\$ 41,250		\$ 33,750	\$ 7,500		
BOD - 6/25/19 BOD (#1006)	DHCD - Homelessness Initiative Collective Fund		\$ 1,000,000		\$ 109,607	\$ 890,393	Homelessness	
F&A - 06/11/19	\$300k East Valley Grant Funding FY18-19 - \$225k Balance		\$ 225,000		\$ 59,260	\$ 165,740	EV Funding	
BOD - 09/24/19 BOD (#1025)	RSS Grant from Desert Healthcare District			\$ 200,000	\$ 68,477	\$ 131,523	RSS	
<b>TOTAL GRANTS</b>			<b>\$ 5,644,450</b>	<b>\$ 200,000</b>	<b>\$ 1,477,487</b>	<b>\$ 4,366,963</b>		
<b>Summary: As of 2/29/20</b>			\$ 217,292		A/C 2190	\$ 2,106,963		
Health Portal (CVHIP):	\$ 121,002		\$ 200,000		A/C 2186	\$ 2,260,000		
Ready Set Swim	\$ 196,278		\$ 417,292		<b>Total</b>	<b>\$ 4,366,963</b>		
West Valley Homelessness Initiative	\$ 890,393		\$ 5,227,158		Diff	\$ -		
Cal Endowment-Analysts	\$ 34,049							
Behavioral Health Initiative Collective Fund	\$ 1,952,000							
Avery Trust - Pulmonary Services	\$ 1,000,000							
Galilee Center - Emergency Services	\$ 7,500							
\$300k East Valley Grant Funding - \$225k Balance	\$ 165,740							
<b>Total</b>	<b>\$ 4,366,963</b>							
<i>* West Valley Homelessness Initiative - COMMITTED FUNDS \$2,233,357 (BALANCE \$766,643)</i>								
<b>Amts available/remaining for Grant/Programs - FY 2019-20:</b>							<b>FY20 Grant Budget</b>	
<b>Amount budgeted 2019-2020</b>		\$ 640,000		\$ 250,000				
<b>Amount granted year to date</b>		\$ (200,000)		\$ 390,000				
Mini Grants:								
Net adj - Grants not used:								
<b>Balance available for Grants/Programs</b>		<b>\$ 440,000</b>						



Date: March 24, 2020

To: Board of Directors

Subject: Consideration to approve an Audit Fee proposal and to establish a budget of up to \$50,000 per year to provide financial audits for small non-profits without audited financial statements.

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**Staff Recommendation:** Consideration to approve a proposal from Lund & Guttry and to establish a budget of up to \$50,000 per year from the District's annual grant-making allocation to provide audit services to eligible small non-profit organizations.

**Background:**

- The District/Foundation requires audited financial statements to award grants of more than \$5,000 to non-profit organizations.
- Certain organizations that provide health and wellness services to District residents may have never had their financial statements audited, which makes them ineligible to receive grants from the District and from other foundations.
- Staff and Lund & Guttry, the District's new CPA/Audit firm, have developed proposed ranges of costs to complete these types of audits.
  - ✓ For straight simple organizations, with no depreciable fixed assets and no complicated accrual adjustments for receivables and payables, we could probably estimate between \$3,000- \$4,000.
  - ✓ For those organizations with more transactions to record their various receivables and payables, this would be in the range of approximately \$4,000- \$5,000.
  - ✓ For those organizations with more complex accrual accounting requiring calculations and assistance with them being able to determine their proper accruals of receivables and payables and perhaps having depreciable fixed assets, this would be approximate \$5,000- \$7,000.
- At the March 10, 2020 Finance & Administration Committee meeting, the Committee recommended forwarding to the Board for consideration of approval of the Lund & Guttry proposal and establishing a budget of up to \$50,000 per year of the annual grant-making budget to be used for small organization's audit fees.
- Eligible organizations may include the following:
  - Have a 501(c)3 designation
  - Have an annual revenue of \$500,000 or less
  - Be a health and wellness mission-driven organization
  - Demonstrate financial hardship to complete audits
  - Demonstrate ability to pay for its audit after three years of District support
  - Demonstrate ability to secure additional funds during the time the District supports the organization
- District's support will be limited to no more than three years at the following rate:
  - Year one, District will pay for 100% of the audit costs
  - Year two, District will pay up to 60% of the audit costs



- Year three, District will pay up to 33% of the audit costs
- The District must receive a copy of the audited financial statement with satisfactory results in order to recommend additional funding for such organization

**Fiscal Impact:**

NTE \$50,000 from the District's annual grant-making budget.



Date: March 24, 2020  
To: Board of Directors  
Subject: Consideration to Approve a CVHIP Marketing Campaign – \$41,555

---

**Staff Recommendation:** Consideration to approve a digital, multimedia campaign through KESQ/Telemundo to market the Coachella Valley Health Info Place (CVHIP) website to the general population of the Coachella Valley (\$41,555).

**Background:**

- In June 2019, a year after it was launched in 2018, the marketing effort around CVHIP.com was evaluated and reimagined to introduce its valuable benefits directly to nonprofit service providers. This effort emphasized training and presentations for various groups by District Director of Outreach Alejandro Espinoza, leading to a significant increase in monthly site users from 100 to 500/600 on average.
- A goal for CVHIP.com from its inception has been to promote it as a free community resource among the general public. With KESQ/Telemundo, the District staff has designed a 10-month, digitally focused, marketing campaign to inform and engage with Coachella Valley residents in their daily lives.
- The campaign would begin April 1, 2020 and continue through January 2021. It would consist of English and/or Spanish language ads on:
  - KESQ TV
  - Telemundo TV
  - La Poderosa Radio
  - KESQ & Telemundo's two websites
  - Facebook & Instagram
  - Geo-targeting Locations
- The estimated cost of the marketing campaign is \$41,555, which reflects KESQ/Telemundo's discounted rate for nonprofit organizations.
- Analytics will be measured throughout the campaign to determine the utilization.
- At the March 10, 2020 Finance & Administration Committee meeting, the Committee recommended forwarding to the Board for consideration of approval.
- The estimate and detail of the marketing campaign is included in the packet for review.
- Staff recommends approval of the CVHIP Marketing Campaign.

**Fiscal Impact:**

Estimated \$41,155

The Board-approved Communications and Marketing Budget for FY 2019-2020 includes \$40,000 allocated for CVHIP marketing. Additional CVHIP marketing budget will be included in the FY2020-2021 budget

## INVESTMENT SUMMARY

### KUNA-TV

April..... \$1,000  
May..... \$1,000  
June..... \$750  
July ..... \$750  
August ..... \$750  
September.....\$1,000  
October ..... \$1,000  
November.....\$1,000  
December.....\$1,000  
January ..... \$1,000

**TOTAL- \$9,250**

### KESQ-TV

April..... \$1,500  
May..... \$1,500  
June..... \$750  
July ..... \$750  
August ..... \$750  
September.....\$1,500  
October ..... \$1,500  
November.....\$1,500  
December.....\$1,500  
January ..... \$1,500

**TOTAL- \$12,750**

### KUNA-FM

April..... \$1,050  
May..... \$1,050  
June..... \$735  
July ..... \$735  
August ..... \$735  
September.....\$1,050  
October ..... \$1,050  
November.....\$1,050  
December.....\$1,050  
January ..... \$1,050

**TOTAL- \$9,555**

### DIGITAL OFF/ON-SITE

April..... \$1,250  
May..... \$1,000  
June..... \$500  
July ..... \$500  
August ..... \$500  
September.....\$1,000  
October ..... \$1,500  
November.....\$1,500  
December.....\$1,000  
January ..... \$1,250

**TOTAL- \$ 10,000**

**Total Investment- \$41,555**



# DESERT HEALTHCARE SERVICES- CVHIP

Author: Lizette Fuentes

Proposal ID: 98436  
 Market: PALM SPRINGS [141]  
 Station: KUNA  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

## Flight 1

Flight Dates: 4/6/2020-6/28/2020

Program Time	Spot Length	AP	AP	AP	AP	MY	MY	MY	MY	JN	JN	JN	JN	W k s	Spots
		6	13	20	27	4	11	18	25	1	8	15	22		
KUNA															
EARLY MORNING/ DAYTIME ROTATOR Mo-Fr 6:00a-3:00p	:30	6	5	5	--	6	5	5	--	4	4	4	--	9	44
PRIME ROTATOR Mo-Fr 4:00p-11:30p	:30	4	4	4	--	4	4	4	--	3	3	3	--	9	33
KUNA Totals		10	9	9	0	10	9	9	0	7	7	7	0	\$2,750.00 Spts: 77	

## General Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost	Freq	Population
KUNA	77	\$2,750.00	4.1	147,650

## Monthly Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost
Apr/20	28	\$1,000.00
May/20	28	\$1,000.00
Jun/20	21	\$750.00
Total (CS-A18+)	77	\$2,750.00



DESERT HEALTHCARE SERVICES- CVHIP

Author: Lizette Fuentes

Proposal ID: 98436  
 Market: PALM SPRINGS [141]  
 Station: KUNA  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

Flight 2

Flight Dates: 6/29/2020-9/27/2020

Program Time	Spot Length	JN 29	JL 6	JL 13	JL 20	JL 27	AU 3	AU 10	AU 17	AU 24	AU 31	SE 7	SE 14	SE 21	W k s	Spots
KUNA																
EARLY MORNING/ DAYTIME ROTATOR Mo-Fr 6:00a-3:00p	:30	4	4	4	--	4	4	4	--	--	6	5	5	--	9	40
PRIME ROTATOR Mo-Fr 4:00p-11:30p	:30	3	3	3	--	3	3	3	--	--	4	4	4	--	9	30
KUNA Totals		7	7	7	0	7	7	7	0	0	10	9	9	0	\$2,500.00 Spts: 70	

General Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost	Freq	Population
KUNA	70	\$2,500.00	3.8	147,650

Monthly Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost
Jul/20	21	\$750.00
Aug/20	21	\$750.00
Sep/20	28	\$1,000.00
Total (CS-A18+)	70	\$2,500.00



# DESERT HEALTHCARE SERVICES- CVHIP

Author: Lizette Fuentes

Proposal ID: 98436  
 Market: PALM SPRINGS [141]  
 Station: KUNA  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

## Flight 3

Flight Dates: 9/28/2020-12/27/2020

Program Time	Spot Length	SE	OC	OC	OC	OC	NO	NO	NO	NO	NO	DE	DE	DE	Wk s	Spots
		28	5	12	19	26	2	9	16	23	30	7	14	21		
KUNA																
EARLY MORNING/ DAYTIME ROTATOR Mo-Fr 6:00a-3:00p	:30	6	5	5	--	6	5	5	--	--	6	5	5	--	9	48
PRIME ROTATOR Mo-Fr 4:00p-11:30p	:30	4	4	4	--	4	4	4	--	--	4	4	4	--	9	36
KUNA Totals		10	9	9	0	10	9	9	0	0	10	9	9	0	\$3,000.00 Spts: 84	

## General Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost	Freq	Population
KUNA	84	\$3,000.00	4.4	147,650

## Monthly Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost
Oct/20	28	\$1,000.00
Nov/20	28	\$1,000.00
Dec/20	28	\$1,000.00
Total (CS-A18+)	84	\$3,000.00



DESERT HEALTHCARE SERVICES- CVHIP

Author: Lizette Fuentes

Proposal ID: 98436  
 Market: PALM SPRINGS [141]  
 Station: KUNA  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

Flight 4

Flight Dates: 12/28/2020-1/17/2021

Program Time	Spot Length	DE	JA	JA	W k s	Spots
KUNA		28	4	11		
EARLY MORNING/ DAYTIME ROTATOR Mo-Fr 6:00a-3:00p	:30	6	5	5	3	16
PRIME ROTATOR Mo-Fr 4:00p-11:30p	:30	4	4	4	3	12
KUNA Totals		10	9	9		\$1,000.00 Spts: 28

General Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost	Freq	Population
KUNA	28	\$1,000.00	2.4	147,650

Monthly Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost
Jan/21	28	\$1,000.00

Total Cost: \$9,250.00

Signature\_\_\_\_\_



DESERT HEALTHCARE SERVICES- CVHIP

Author: Lizette Fuentes

Proposal ID: 98436  
 Market: PALM SPRINGS [141]  
 Station: KUNA  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

**General Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost	Freq	Population
KUNA	259	\$9,250.00	4.6	147,650

**Monthly Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost
Apr/20	28	\$1,000.00
May/20	28	\$1,000.00
Jun/20	21	\$750.00
Jul/20	21	\$750.00
Aug/20	21	\$750.00
Sep/20	28	\$1,000.00
Oct/20	28	\$1,000.00
Nov/20	28	\$1,000.00
Dec/20	28	\$1,000.00
Jan/21	28	\$1,000.00
Total (CS-A18+)	259	\$9,250.00



DESERT HEALTHCARE DISTRICT- CVHIP

Author: Lizette Fuentes

Proposal ID: 98439  
 Market: PALM SPRINGS [141]  
 Station: KESQ  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

This station does not discriminate in the sale of advertising time, and will accept no advertising time which is placed with intent to discriminate on the basis of race, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising contract for a discriminatory purpose, including, but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

Rates quoted are subject to availability and are subject to change without notice.

The station(s) will post audience delivery at 90% of the agreed upon book. Requests must be made in writing with a written copy of your post-delivery accompanying your request. The request must be made as soon as possible after receipt of the posting book, and no later than the end of the quarter. Makegood weight will be honored for six months after the schedule ends. Rating delivery for broad rotators will not be guaranteed.

Thank you for your business.

Flight 1														Flight Dates: 4/6/2020-6/28/2020	
Program Time	Spot Length	AP 6	AP 13	AP 20	AP 27	MY 4	MY 11	MY 18	MY 25	JN 1	JN 8	JN 15	JN 22	Weeks	Spots
KESQ															
ALL DAY ROTATOR	:30	20	20	20	--	20	20	20	--	10	10	10	--	9	150
Mo-Su 5:00a-12:30a															
KESQ Totals		20	20	20	0	20	20	20	0	10	10	10	0	\$3,750.00	Spts: 150

General Summary ( CS-A18+ CS.RTG )				
Description	Spots	Cost	Freq	Population
KESQ	150	\$3,750.00	10.8	147,650

Monthly Summary ( CS-A18+ CS.RTG )		
Description	Spots	Cost
Apr/20	60	\$1,500.00
May/20	60	\$1,500.00
Jun/20	30	\$750.00
Total (CS-A18+)	150	\$3,750.00



Proposal ID: 98439  
 Market: PALM SPRINGS [141]  
 Station: KESQ  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

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Thank you for your business.

Flight 2														Flight Dates: 6/29/2020-9/27/2020		
Program Time	Spot Length	JN	JL	JL	JL	JL	AU	AU	AU	AU	AU	SE	SE	SE	Weeks	Spots
		29	6	13	20	27	3	10	17	24	31	7	14	21		
KESQ																
ALL DAY ROTATOR	:30	10	10	10	--	--	10	10	10	--	20	20	20	--	9	
Mo-Su 5:00a-12:30a																120
KESQ Totals		10	10	10	0	0	10	10	10	0	20	20	20	0		\$3,000.00 Spts: 120

General Summary ( CS-A18+ CS.RTG )				
Description	Spots	Cost	Freq	Population
KESQ	120	\$3,000.00	8.9	147,650

Monthly Summary ( CS-A18+ CS.RTG )		
Description	Spots	Cost
Jul/20	30	\$750.00
Aug/20	30	\$750.00
Sep/20	60	\$1,500.00
Total (CS-A18+)	120	\$3,000.00



Proposal ID: 98439  
 Market: PALM SPRINGS [141]  
 Station: KESQ  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

This station does not discriminate in the sale of advertising time, and will accept no advertising time which is placed with intent to discriminate on the basis of race, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising contract for a discriminatory purpose, including, but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

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The station(s) will post audience delivery at 90% of the agreed upon book. Requests must be made in writing with a written copy of your post-delivery accompanying your request. The request must be made as soon as possible after receipt of the posting book, and no later than the end of the quarter. Makegood weight will be honored for six months after the schedule ends. Rating delivery for broad rotators will not be guaranteed.

Thank you for your business.

Flight 3														Flight Dates: 9/28/2020-12/27/2020		
Program Time	Spot Length	SE	OC	OC	OC	OC	NO	NO	NO	NO	NO	DE	DE	DE	Weeks	Spots
KESQ																
ALL DAY ROTATOR	:30	20	20	20	--	20	20	20	--	--	20	20	20	--	9	180
Mo-Su 5:00a-12:30a																
KESQ Totals		20	20	20	0	20	20	20	0	0	20	20	20	0	\$4,500.00	Spts: 180

General Summary ( CS-A18+ CS.RTG )				
Description	Spots	Cost	Freq	Population
KESQ	180	\$4,500.00	12.8	147,650

Monthly Summary ( CS-A18+ CS.RTG )		
Description	Spots	Cost
Oct/20	60	\$1,500.00
Nov/20	60	\$1,500.00
Dec/20	60	\$1,500.00
Total (CS-A18+)	180	\$4,500.00



# DESERT HEALTHCARE DISTRICT- CVHIP

Author: Lizette Fuentes

Proposal ID: 98439  
 Market: PALM SPRINGS [141]  
 Station: KESQ  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

This station does not discriminate in the sale of advertising time, and will accept no advertising time which is placed with intent to discriminate on the basis of race, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising contract for a discriminatory purpose, including, but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

Rates quoted are subject to availability and are subject to change without notice.

The station(s) will post audience delivery at 90% of the agreed upon book. Requests must be made in writing with a written copy of your post-delivery accompanying your request. The request must be made as soon as possible after receipt of the posting book, and no later than the end of the quarter. Makegood weight will be honored for six months after the schedule ends. Rating delivery for broad rotators will not be guaranteed.

Thank you for your business.

## Flight 4

Flight Dates: 12/28/2020-1/17/2021

Program Time	Spot Length	DE	JA	JA	Weeks	Spots
		28	4	11		
KESQ						
ALL DAY ROTATOR	:30	20	20	20	3	
Mo-Su 5:00a-12:30a						60
KESQ Totals		20	20	20		\$1,500.00 Spts: 60

## General Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost	Freq	Population
KESQ	60	\$1,500.00	5.4	147,650

## Monthly Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost
Jan/21	60	\$1,500.00

Total Cost: \$12,750.00

Signature\_\_\_\_\_



Proposal ID: 98439  
 Market: PALM SPRINGS [141]  
 Station: KESQ  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

This station does not discriminate in the sale of advertising time, and will accept no advertising time which is placed with intent to discriminate on the basis of race, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising contract for a discriminatory purpose, including, but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

Rates quoted are subject to availability and are subject to change without notice.

The station(s) will post audience delivery at 90% of the agreed upon book. Requests must be made in writing with a written copy of your post-delivery accompanying your request. The request must be made as soon as possible after receipt of the posting book, and no later than the end of the quarter. Makegood weight will be honored for six months after the schedule ends. Rating delivery for broad rotators will not be guaranteed.

Thank you for your business.

**General Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost	Freq	Population
KESQ	510	\$12,750.00	12.8	147,650

**Monthly Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost
Apr/20	60	\$1,500.00
May/20	60	\$1,500.00
Jun/20	30	\$750.00
Jul/20	30	\$750.00
Aug/20	30	\$750.00
Sep/20	60	\$1,500.00
Oct/20	60	\$1,500.00
Nov/20	60	\$1,500.00
Dec/20	60	\$1,500.00
Jan/21	60	\$1,500.00
Total (CS-A18+)	510	\$12,750.00

## Desert Health Care District- CVHIP

From: Lizette Fuentes  
 Phone: (760) 340-7116 x30716  
 Email: lizette.fuentes@kunamundo.com  
 2/24/2020 7:45 PM



Flight Dates: 04/06/2020 - 01/17/2021  
 Demo: P 18+

Radio Market: PALM SPRINGS  
 Survey: FA19 / SP19  
 Geography: Metro

ScheduleDescription:  
 CVHIP

	Daypart	Spots	Length	Total Cost	Average Rating	Net Reach
<b>Radio Total</b>		<b>435</b>		<b>\$9,555.00</b>	<b>1.2%</b>	<b>62,700</b>
<b>KUNA-FM</b>		<b>435</b>		<b>\$9,555.00</b>	<b>1.2%</b>	<b>62,700</b>
Flight A - 6 wks (04/06, 04/13, 04/20, 05/04, 05/11, 05/18)						
		96		\$2,100.00	1.2%	56,200
One Week Total		16		\$350.00	1.2%	26,500
	M-W 5A-7P	10	30	\$200.00	1.2%	19,800
	Th-F 5A-7P	6	30	\$150.00	1.3%	16,100
Flight B - 9 wks (06/01, 06/08, 06/15, 06/29, 07/06, 07/13, 08/03, 08/10, 08/17)						
		99		\$2,205.00	1.3%	56,500
One Week Total		11		\$245.00	1.3%	22,900
	M-W 5A-7P	6	30	\$120.00	1.2%	15,200
	Th-F 5A-7P	5	30	\$125.00	1.3%	14,600
Flight C - 9 wks (08/31, 09/07, 09/14, 09/28, 10/05, 10/12, 10/26, 11/02, 11/09)						
		144		\$3,150.00	1.2%	58,800
One Week Total		16		\$350.00	1.2%	26,500
	M-W 5A-7P	10	30	\$200.00	1.2%	19,800
	Th-F 5A-7P	6	30	\$150.00	1.3%	16,100
Flight D - 6 wks (11/30, 12/07, 12/14, 12/28, 01/04, 01/11)						
		96		\$2,100.00	1.2%	56,200
One Week Total		16		\$350.00	1.2%	26,500
	M-W 5A-7P	10	30	\$200.00	1.2%	19,800
	Th-F 5A-7P	6	30	\$150.00	1.3%	16,100

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: PALM SPRINGS; FA19 / SP19; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

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## Desert Health Care District- CVHIP

From: Lizette Fuentes

Phone: (760) 340-7116 x30716

Email: lizette.fuentes@kunamundo.com

2/24/2020 7:45 PM



### Schedule Grand Totals: 30 Weeks

Stations	Spots	Total Cost	Average Rating	Net Reach
Radio Total	435	\$9,555.00	1.2%	62,700
KUNA-FM	435	\$9,555.00	1.2%	62,700

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: PALM SPRINGS; FA19 / SP19; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

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## Detailed Sourcing Summary

Radio Market: PALM SPRINGS

Survey: Average of Nielsen Radio Fall 2019, Nielsen Radio Spring 2019

Geography: Metro

Daypart: Multiple Dayparts Used

### Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	335,800	2,514

Stations: User Selected

Additional

Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: [http://www.arbitron.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/RR8/2019FAL/0592/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2019SPR/0592/pdfs/SpecialNotices.pdf>

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# ONLINE ADVERTISING FOR YOUR BUSINESS

CAMPAIGN PROPOSAL

# YOUR GOALS AND OBJECTIVES: AWARENESS

Our campaign recommendations are designed to work towards your business goals.

Stated Business Goals:

- To inform community about free/low cost health and wellness services in the Valley

Campaign Objectives:

- Raise awareness about Desert Healthcare by using owned and operated websites and by serving targeted display and social media ads to potential clients in and around specified locations.

## **About Awareness Advertising:**

Awareness Advertising focuses on putting your message in front of your target audience to increase brand recognition.

# THE RIGHT ONLINE ADVERTISING MIX FOR YOUR BUSINESS

## Your Digital Campaign: Built For Brand Awareness

Your investment is focused on the tactics that most impact discovery and inspiration. The highest levels of investment are in those tactics that are proven to perform best for your objective and are highlighted below.

Creative messaging and audience targeting will focus on your brand message.

Consumers may start in any stage and move forward or backward as they navigate their personal purchase journey

For 2 in 10 of consumers who first became aware of a product/service through an ad, it was an online ad (second only to TV)

### DISCOVERY & INSPIRATION

Native Display

Contextual Display

Social Advertising

Companies that are advanced in their digital investment see 58% higher growth in business from new local customers

### NARROWING DOWN CHOICES

Native Display

PPC

Behavioral Display

Social Advertising

Almost 1/3 of consumers research online and purchase offline

### BUYING ONLINE OR OFFLINE

PPC

Location+ Mobile Geo-fencing

Retargeting

# ONLINE DISPLAY ADVERTISING: CONTEXTUAL TARGETING PRIMER

**Category Contextual Targeting**  
puts your ads in front of people  
who are browsing sites that fall  
under a relevant content category



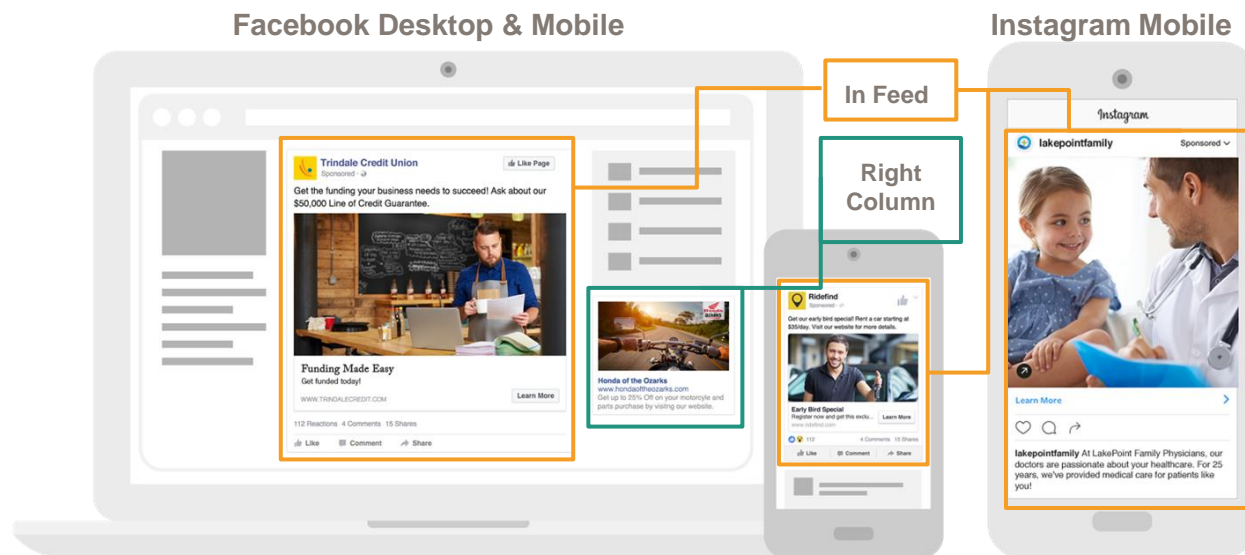
**Keyword Contextual Targeting**  
puts your ads in front of people  
who are browsing content that  
includes keywords related to your  
target audience.

# SOCIAL ADVERTISING PRIMER: FACEBOOK AND INSTAGRAM

## YOUR SOCIAL MEDIA ADVERTISING WILL:

- Give you additional storytelling capabilities
- Use enticing, large images
- Target people when they are relaxed and consuming content they are engaged with
- Grow your social media presence and build awareness of your business
- Allow you to build a following -- all ads contain page like buttons
- Take advantage of advanced audience targeting capabilities

Facebook and Instagram are massive networks that provide you access to a large audience, in fact, the two social networks have a combined 2.2 billion monthly active users globally. Find, reach and engage your audience on Facebook and Instagram with social ads that are seamlessly delivered across desktop and mobile, in tandem with your overall digital campaign.



# KEY PERFORMANCE MEASURES: CAMPAIGN REPORTING

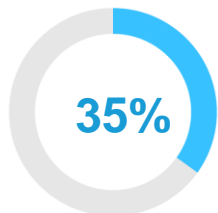
Campaign performance reports are provided regularly, so that you can see how your campaign is working for you. In addition to the periodic reports, you'll have 24/7 access to your dashboard for full transparency into your campaign's performance.

You'll see how many times your audience had the opportunity to see your message (impressions), how many times your ads were clicked on (CTR/click through rate), how many site visits your ad generated from those that saw the ad but did not click (VTR/view through rate), how many videos were played.

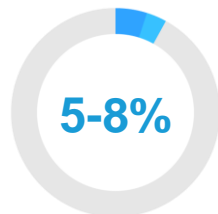


*\*The reports included in this slide are for illustrative purposes. The reports you receive may be different.*

# WE ARE YOUR ADVERTISING PARTNER



Up to 35% of all digital ads delivered are fraudulent



Our fraud rate is 5-8%



## Trust and Accountability

Partnership with **Media Ratings Council** certified company that **monitors and detects Ad fraud**



## Up To Date

Ongoing identification and blocking of fraudulent domains and traffic, integration with universal block list and IP-level blocking



## Campaign Management

Our campaign management team optimizes your campaign up to 2 to 3 per week. We are checking the pacing of your campaign and optimizing based on best performing tactics and results.



## Precision Targeted

Reach the exact prospective customer you're looking for, no matter the device.



## Measurable

You can see how often your ads are shown to your target audience, clicked on, and how often they drive someone to your site at a later date.

# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Advertising Recommendations	Estimated Ad Imp.
Audience Targeted Display (Desktop/Mobile)	30,000
Social Media	42,857
Site Retargeting	5,435
Geo-Fence	19,853
TOTAL MONTHLY IMPRESSIONS	98,145

Media Investment by Product	
Programmatics	\$700.00
O&O (KESQ.com)	\$250.00
Social Media	\$300.00
TOTAL MONTHLY INVESTMENT	\$1,250.00

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,250.00**

**Campaign start date: Apr 1,2020 - Apr 30,2020**

**Campaign duration: 1 Month**

**Signature: \_\_\_\_\_**

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UTN+r2:

Page 41 of 58  
210-900670-001

PAGE 8

# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Targeting	Audience
Geography	<p>Geo Fence:</p> <p>Mecca WIC 91275 Avenue 66th Ave. Mecca, CA – 92254</p> <p>Indio WIC 47-923 Oasis Street, Room NT1 Indio, CA – 92201</p> <p>Cathedral City WIC 68-615 Perez Road, Suite 17-B Cathedral City, CA – 92234</p> <p>Palm Springs WIC 1515 North Sunrise Way Palm Springs, CA – 92262</p> <p>Social Services Department 490 S Farrell Dr Ste C208 Palm Springs, CA 92262</p> <p>Desert Regional Medical Center 1150 N Indian Canyon Dr, Palm Springs, CA 92262</p> <p>JFK Memorial Hospital 47111 Monroe St, Indio, CA 92201</p> <p>Eisenhower Medical Center 39000 Bob Hope Drive, Rancho Mirage, CA 92270</p> <p>Kaiser Permanente Indio Monroe Medical Center 46900 Monroe St, Indio, CA 92201</p> <p>Kaiser Permanente Palm Desert Medical Offices 75036 Gerald Ford Dr, Palm Desert, CA 92211</p> <p>Kaiser Permanente Palm Springs Medical Offices 1100 S Palm Canyon Dr #208, Palm Springs CA 92264</p>

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# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Advertising Recommendations	Estimated Ad Imp.
Audience Targeted Display (Desktop/Mobile)	30,000
Social Media	28,571
Site Retargeting	4,348
Geo-Fence	11,765
TOTAL MONTHLY IMPRESSIONS	74,684

Media Investment by Product	
Programmatics	\$550.00
O&O (KESQ.com)	\$250.00
Social Media	\$200.00
TOTAL MONTHLY INVESTMENT	\$1,000.00

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,000.00**

**Campaign start date: May 1,2020 - May 31,2020**

**Campaign duration: 1 Month**

**Signature: \_\_\_\_\_**

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Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Targeting	Audience
Geography	<p>Geo Fence:</p> <p>Mecca WIC 91275 Avenue 66th Ave. Mecca, CA – 92254</p> <p>Indio WIC 47-923 Oasis Street, Room NT1 Indio, CA – 92201</p> <p>Cathedral City WIC 68-615 Perez Road, Suite 17-B Cathedral City, CA – 92234</p> <p>Palm Springs WIC 1515 North Sunrise Way Palm Springs, CA – 92262</p> <p>Social Services Department 490 S Farrell Dr Ste C208 Palm Springs, CA 92262</p> <p>Desert Regional Medical Center 1150 N Indian Canyon Dr, Palm Springs, CA 92262</p> <p>JFK Memorial Hospital 47111 Monroe St, Indio, CA 92201</p> <p>Eisenhower Medical Center 39000 Bob Hope Drive, Rancho Mirage, CA 92270</p> <p>Kaiser Permanente Indio Monroe Medical Center 46900 Monroe St, Indio, CA 92201</p> <p>Kaiser Permanente Palm Desert Medical Offices 75036 Gerald Ford Dr, Palm Desert, CA 92211</p> <p>Kaiser Permanente Palm Springs Medical Offices 1100 S Palm Canyon Dr #208, Palm Springs CA 92264</p>

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# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Advertising Recommendations	Estimated Ad Imp.
Audience Targeted Display (Desktop/Mobile)	30,000
Social Media	25,000
Site Retargeting	2,174
TOTAL MONTHLY IMPRESSIONS	57,174

Media Investment by Product	
Programmatics	\$325.00
Social Media	\$175.00
TOTAL MONTHLY INVESTMENT	\$500.00

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,500.00**

**Campaign start date: Jun 1,2020 - Aug 31,2020**

**Campaign duration: 3 Months**

**Signature: \_\_\_\_\_**

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# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Advertising Recommendations	Estimated Ad Imp.
Audience Targeted Display (Desktop/Mobile)	30,000
Social Media	25,000
Site Retargeting	4,348
Geo-Fence	13,235
TOTAL MONTHLY IMPRESSIONS	72,583

Media Investment by Product	
Programmatics	\$575.00
O&O (KESQ.com)	\$250.00
Social Media	\$175.00
TOTAL MONTHLY INVESTMENT	\$1,000.00

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,000.00**

**Campaign start date: Sep 1,2020 - Sep 30,2020**

**Campaign duration: 1 Month**

**Signature: \_\_\_\_\_**

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# CAMPAIGN PROPOSAL - - MEDIA SUMMARY

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Targeting	Audience
Geography	<p>Geo Fence:</p> <p>Mecca WIC 91275 Avenue 66th Ave. Mecca, CA – 92254</p> <p>Indio WIC 47-923 Oasis Street, Room NT1 Indio, CA – 92201</p> <p>Cathedral City WIC 68-615 Perez Road, Suite 17-B Cathedral City, CA – 92234</p> <p>Palm Springs WIC 1515 North Sunrise Way Palm Springs, CA – 92262</p> <p>Social Services Department 490 S Farrell Dr Ste C208 Palm Springs, CA 92262</p> <p>Desert Regional Medical Center 1150 N Indian Canyon Dr, Palm Springs, CA 92262</p> <p>JFK Memorial Hospital 47111 Monroe St, Indio, CA 92201</p> <p>Eisenhower Medical Center 39000 Bob Hope Drive, Rancho Mirage, CA 92270</p> <p>Kaiser Permanente Indio Monroe Medical Center 46900 Monroe St, Indio, CA 92201</p> <p>Kaiser Permanente Palm Desert Medical Offices 75036 Gerald Ford Dr, Palm Desert, CA 92211</p> <p>Kaiser Permanente Palm Springs Medical Offices 1100 S Palm Canyon Dr #208, Palm Springs CA 92264</p>

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# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Advertising Recommendations	Estimated Ad Imp.
Audience Targeted Display (Desktop/Mobile)	42,500
Social Media	35,714
Site Retargeting	4,348
Geo-Fence	16,176
TOTAL MONTHLY IMPRESSIONS	98,739

Media Investment by Product	
Programmatics	\$750.00
O&O (KESQ.com)	\$500.00
Social Media	\$250.00
TOTAL MONTHLY INVESTMENT	\$1,500.00

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$3,000.00**

**Campaign start date: Oct 1,2020 - Nov 30,2020**

**Campaign duration: 2 Months**

**Signature: \_\_\_\_\_**

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TOTAL MONTHLY INVESTMENT	\$1,000.00

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,000.00**

**Campaign start date: Dec 1,2020 - Dec 31,2020**

**Campaign duration: 1 Month**

**Signature: \_\_\_\_\_**

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Targeting	Audience
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Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,250.00**

**Campaign start date: Jan 1,2021 - Jan 31,2021**

**Campaign duration: 1 Month**

**Signature: \_\_\_\_\_**

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# CAMPAIGN PROPOSAL - - MEDIA SUMMARY

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# THANK YOU

On behalf of [News-Press & Gazette](#), I thank you for the opportunity to present this proposal to you.

We look forward to being your marketing partner.

## NEXT STEPS:

- ☐ Approve media plan
- ☐ Confirm launch date
- ☐ Share web analytics and social credentials
- ☐ Place tracking pixels on website



Date: March 24, 2020

To: Board of Directors

Subject: Approved Grant #1046 Public Health Institute: *Coachella Valley Air Quality And Health Analysis* – with revisions

---

**Staff recommendation:** to approve the corrected contract (Exhibit B) for Grant #1046 Public Health Institute

**Background:**

- The Desert Healthcare Foundation Board of Directors approved, at its January 28, 2020, meeting Grant #1046 to the Public Health Institute for a project to gather and analyze data on air quality and health concerns in the Coachella Valley.
- This is a **three**-year grant with a project period of 3/1/20 to 2/28/23.
- *However, the grant application was submitted with a typo error of a 2/28/22 end date rather than the correct end date of 2/28/23, which reflected a **two**-year term rather than the approved **three**-year term. The contract (Exhibit B) was approved with the incorrect grant end date.*

**Corrected Contract and Exhibit B (Payment Schedule, Requirements & Deliverables)**

- As per Section 17 of the Board-approved standard grant contract: *Recipient shall submit to Foundation, in writing, any requests for proposed changes in the use of Foundation grant funds...and the proposed changes shall be subject to Foundation Board approval.*
- Exhibit B has been amended to reflect the:
  - Correct project end date of 2/28/23
  - Two additional grant requirements for payment to reflect the third year

Staff recommends approval of the corrected contract (Exhibit B) for Grant #1046 Public Health Institute

**Fiscal Impact:** None

## EXHIBIT B

## PAYMENT SCHEDULE, REQUIREMENTS &amp; DELIVERABLES

<i>Project Title</i>	<i>Start/End</i>
<i>Coachella Valley Air Quality and Health Analysis</i>	<i>3/1/2020</i>
	<i>2/28/2023</i>

## PAYMENTS:

(6) Payments: \$37,500.00

10% Retention: \$25,000.00

Total request amount: \$250,000.00

## GRANT AND PAYMENT SCHEDULE REQUIREMENTS:

Scheduled Date	Grant Requirements for Payment	Payment
3/01/2020	Signed Agreement submitted & accepted	Advance of \$37,500.00 for time period 3/01/2020- 8/31/2020
9/01/2020	1 <sup>st</sup> six-month (3/01/2020 - 8/31/2020) progress and budget reports submitted & accepted	Advance of \$37,500.00 for time period 9/01/2020 - 2/28/2021
3/01/2021	2 <sup>nd</sup> six-month (9/01/2020- 2/28/2021) progress and budget reports submitted and accepted	Advance of \$37,500.00 for time period 3/01/2021 - 8/31/2021
9/01/2021	3 <sup>rd</sup> six-month (3/01/2021- 8/31/2021) progress and budget reports submitted and accepted	Advance of \$37,500.00 for time period 9/01/2021 - 2/28/2022
3/01/2022	4 <sup>th</sup> six-month (9/01/2021 - 2/28/2022) progress and budget reports submitted and accepted	Advance of \$37,500.00 for time period 3/01/2022 - 8/31/2022
9/01/2022	5 <sup>th</sup> six-month (3/01/2022- 8/31/2022) progress and budget reports submitted and accepted	Advance of \$37,500.00 for time period 9/01/2022 - 2/28/2023
3/01/2023	6 <sup>th</sup> six-month (9/01/2022 - 2/28/2023) progress and budget reports submitted and accepted	\$0
3/31/2023	Final report (3/01/2020 - 2/28/2023) submitted & accepted	\$25,000.00 (10 % retention)

TOTAL GRANT AMOUNT: \$250,000.00

## DELIVERABLES:

### Program/Project Goals and Evaluation

<p><b>Goal #1:</b> In Year 1, conduct a sample survey of 250 respondents in English and Spanish by mobile device to estimate prevalence of undiagnosed and physician-diagnosed asthma and cardiovascular disease among permanent residents of the Coachella Valley, with oversampling of vulnerable communities in the Eastern portion of the valley and of tribal populations.</p>	<p><b>Evaluation #1:</b> A survey questionnaire and sampling plan for this project will be developed with feedback from the project team. Informed consent materials and results return materials for respondents of the survey conducted as part of this project will also be developed with feedback from the project team. Feedback received from the project team on the survey questionnaire, sampling plan, informed consent materials, and results return materials will be documented in call or meeting notes and written documentation (e.g. email responses, written comments in drafts, etc.)</p> <p>Potential evaluation metrics could include:</p> <ol style="list-style-type: none"><li>1) Number of outreach materials distributed to recruit survey respondents, especially from vulnerable communities and tribal populations;</li><li>2) Number of prospective respondents invited to participate in the survey;</li><li>3) Number of prospective respondents from vulnerable communities and tribal populations invited to participate in the survey;</li><li>4) Total number of surveys collected (goal = 250);</li><li>5) Number of surveys collected from respondents in vulnerable communities and tribal populations in the Eastern Coachella Valley</li></ol>
<p><b>Goal #2:</b> In Year 1, conduct an analysis of current and historic emergency room visits and hospitalizations for asthma and cardiovascular disease by zip code and comparable Indian Health Service data for the DHDF areas.</p>	<p><b>Evaluation #2:</b> Data on current and historical emergency room (ER) visits and hospitalizations for asthma and cardiovascular disease will be requested, collected and prepared for analysis for all zip codes and DHDF service areas in the Eastern Coachella Valley. Any potential data gaps identified or challenges encountered in accessing or obtaining this data will be documented and communicated to the project team.</p> <p>A detailed plan for analyzing ER visit and hospitalization data will be developed. Feedback from the project team will be solicited and incorporated into the final plan. Feedback received from the project team on this plan for data analysis will be documented in call or meeting notes and</p>

	written documentation (e.g., email responses, written comments in reviewed drafts, etc.).
<b>Goal #3:</b> In Year 1, conduct an analysis of available PM2.5, PM10, and ozone air pollution data for the DHDF areas, including seasonal trends, federal exceedances and health benchmarks.	<p><b>Evaluation #3:</b> Available data on PM2.5, PM10, and ozone air pollution - including seasonal trends, federal exceedances and benchmarks - will be requested, collected and prepared for analysis for all zip codes and DHDF service areas. Any data gaps identified or challenges encountered in accessing or obtaining this data will be documented and communicated to the project team.</p> <p>A detailed plan for analyzing air quality data will be developed. Feedback from the project team will be solicited and incorporated into the final plan. Feedback received from the project team on this plan for data analysis will be documented in call or meeting notes and written documentation (e.g., email responses, written comments in drafts, etc.).</p>
<b>Goal #4:</b> During Years 1-3, conduct source apportionment monitoring at one primary site in the Coachella valley for a 12-month period to improve understanding of the sources of particulate matter in the Valley, with additional targeted PM2.5 and PM10 measurements at locations of interest, such as where high pollution levels are expected and where vulnerable populations are located.	<p><b>Evaluation #4:</b> Source apportionment monitor siting locations and process for this project will be developed with collaboration among the project team. Feedback received from the project team and community members on monitor maintenance issues will be documented in call or meeting notes and written documentation (e.g., email responses, written comments in drafts, etc.).</p> <p>Potential evaluation metrics could include:</p> <ol style="list-style-type: none"> <li>1) Number of source apportionment monitoring sites confirmed (expect 1, but hope to work with local collaborators to increase this)</li> <li>2) Number of additional PM monitors installed</li> <li>3) Number of targeted samples to be collected (goal = 30)</li> <li>4) Number of site agreements collected from confirmed monitor hosts</li> </ol>
<b>Goal #5:</b> By the project completion, produce a white paper outlining results of the monitoring and analyses, and summarize practical policy options to mitigate sources and reduce exposures harmful to health.	<p><b>Evaluation #5:</b> Feedback received from the project team on the draft white paper will be documented in call or meeting notes and written documentation (e.g., email responses, written comments in reviewed drafts, etc.). A distribution plan for the white paper will also be developed that includes target audiences for policy options listed as well as community members consulted during the monitor siting process, monitor hosts, and survey respondents.</p>