

SERVICE AGREEMENT

This Service Agreement ("Agreement") is dated December 12, 2023 and is between Two Q, Inc., a California corporation, through its JP Marketing division, whose address is 7589 North Wilson Avenue, Suite 103, Fresno, CA 93711, ("Contractor"), and the County of Fresno, a political subdivision of the State of California ("County").

Recitals

A. WHEREAS, the County, is in need of full-service marketing and advertising services to improve the County's public outreach and education campaigns and to influence positive public engagement in County programs; and

B. WHEREAS, the County issued Request for Proposal No. 23-036 on May 12, 2023, ("RFP No. 23-036") for marketing and advertising services, and received five vendor proposals by the closing deadline; and

C. WHEREAS, the County evaluated all proposals and determined the Contractor to be the most responsive, responsible bidder whose proposal is the most advantageous to the County; and

D. WHEREAS, the Contractor represents that it is willing and able to provide these services to the County pursuant to the terms of this Agreement.

The parties therefore agree as follows:

Article 1

Contractor's Services

1.1 **Scope of Services.** The Contractor shall perform all of the services provided in Exhibit A to this Agreement, titled "Scope of Services."

1.2 **Representation.** The Contractor represents that it is qualified, ready, willing, and able to perform all of the services provided in this Agreement.

1.3 **Compliance with Laws.** The Contractor shall, at its own cost, comply with all applicable federal, state, and local laws and regulations in the performance of its obligations under this Agreement, including but not limited to workers compensation, labor, and confidentiality laws and regulations.

1.4 **Final Project Brief.** After the Contractor receives a Project Brief from the County Department, Contractor shall submit a Final Project Brief to the applicable County Department listing the messaging/creative direction, media strategy/plan, campaign elements, timeline, subcontractors, costs and pass-through costs for written approval from the Director of the Department. Once the County Department has reviewed the Final Project Brief and is ready to approve it, the Director of the applicable County Department must give written approval on the Final Project Brief, approving of the Project and all proposed expenditures, before any work begins on the Project.

Article 2

County's Responsibilities

2.1 The County shall compensate Contractor in accordance with the provisions of Article

2.2 The County shall designate a campaign point of contact and business point of contact for each participating County department, which are listed in Exhibit E to this Agreement. The County Administrative Officer, or his or her designee, shall update this list as necessary.

2.3 Project Briefs. Prior to beginning work on a project, the applicable County department shall submit a detailed Project Brief, on the form attached as Exhibit F, or a digital version thereof, to the Contractor. Contractor shall respond to the Project Brief with a Final Project Brief and accompanying elements, as described in Section 1.4.

Article 3

Compensation, Invoices, and Payments

3.1 The County agrees to pay, and the Contractor agrees to receive, compensation for the performance of its services under this Agreement as described in Exhibit B to this Agreement, titled "Compensation."

3.2 Maximum Compensation. The maximum compensation payable to the Contractor under this Agreement is two million, one-hundred and eighty-five thousand dollars (\$2,185,000) per year. The total compensation payable for the total potential five-year term of this Agreement

1 shall not exceed ten million, nine hundred and twenty-five thousand dollars (\$10,925,000). The
2 Contractor acknowledges that the County is a local government entity, and does so with notice
3 that the County's powers are limited by the California Constitution and by State law, and with
4 notice that the Contractor may receive compensation under this Agreement only for services
5 performed according to the terms of this Agreement and while this Agreement is in effect, and
6 subject to the maximum amount payable under this section. The Contractor further
7 acknowledges that County employees have no authority to pay the Contractor except as
8 expressly provided in this Agreement.

9 **3.3 Invoices.** When the Contractor performs work each month for a Department, the
10 Contractor shall submit monthly invoices to that Department, to the applicable County
11 User/Point of Contact, as listed in Exhibit E. The invoice form to be used for all billing is
12 attached as Exhibit G to this Agreement. The Contractor shall submit each invoice within 60
13 days after the month in which the Contractor performs services, and in any case within 60 days
14 after the end of the term or termination of this Agreement.

15 **3.4 Payment.** Upon receipt of an invoice, the Department will review the invoice within
16 ten (10) business days. If the Department determines the invoice is in proper form and the
17 services described therein have been satisfactorily performed, the Department will approve the
18 invoice and submit it to the County's Auditor-Controller/Treasurer-Tax Collector. County will
19 issue payment to Contractor within forty-five (45) calendar days of the date the Auditor-
20 Controller/Treasurer -Tax Collector receives the approved invoice. In the event the Department
21 determines the invoice is not in proper form or the services described therein have not been
22 performed satisfactorily or according to the Final Project Brief, the Department shall return the
23 invoice to Contractor within ten (10) business days with a description of the deficiencies in the
24 invoice. Contractor shall correct the deficiencies in the invoice and submit a corrected invoice
25 within five (5) business days. The Department and Contractor shall repeat the review and
26 correction process until the invoice is satisfactory to the Department. Contractor shall not be
27 entitled to compensation for services described in an invoice until the Department has approved
28

1 the invoice. The County shall remit payments to the Contractor's address specified in the
2 invoice or electronically through the County's Automated Clearing House (ACH).

3 3.5 **Incidental Expenses.** The Contractor is solely responsible for all of its costs and
4 expenses that are not specified as payable by the County under this Agreement.

5 **Article 4**

6 **Term of Agreement**

7 4.1 **Term.** This Agreement is effective on December 12, 2023 and terminates on
8 December 11, 2026, except as provided in section 4.2, "Extension," or Article 6, "Termination
9 and Suspension," below.

10 4.2 **Extension.** The term of this Agreement may be extended for no more than two, one-
11 year periods only upon written approval of both parties at least 30 days before the first day of
12 the next one-year extension period. The County Administrative Officer or his or her designee is
13 authorized to sign the written approval on behalf of the County based on the Contractor's
14 satisfactory performance. The extension of this Agreement by the County is not a waiver or
15 compromise of any default or breach of this Agreement by the Contractor existing at the time of
16 the extension whether or not known to the County.

17 **Article 5**

18 **Notices**

19 5.1 **Contact Information.** The persons and their addresses having authority to give and
20 receive notices provided for or permitted under this Agreement include the following:

21 **For the County:**
22 County Administrative Officer
23 County of Fresno
24 2281 Tulare Street, Room 304
Fresno, CA 93721
Email: FresnoCAO@fresnocountyca.gov

25 **For the Contractor:**
26 Two Q, Inc.
27 President, JP Marketing
7589 N. Wilson Ave. #103
Fresno CA 93711
28 jane@jpmktg.com

5.2 Change of Contact Information. Either party may change the information in section 5.1 by giving notice as provided in section 5.3.

5.3 **Method of Delivery.** Each notice between the County and the Contractor provided for or permitted under this Agreement must be in writing, state that it is a notice provided under this Agreement, and be delivered either by personal service, by first-class United States mail, by an overnight commercial courier service, or by Portable Document Format (PDF) document attached to an email.

(A) A notice delivered by personal service is effective upon service to the recipient.

(B) A notice delivered by first-class United States mail is effective three County business days after deposit in the United States mail, postage prepaid, addressed to the recipient.

(C) A notice delivered by an overnight commercial courier service is effective one County business day after deposit with the overnight commercial courier service, delivery fees prepaid, with delivery instructions given for next day delivery, addressed to the recipient.

(D) A notice delivered by telephonic facsimile transmission or by PDF document attached to an email is effective when transmission to the recipient is completed (but, if such transmission is completed outside of County business hours, then such delivery is deemed to be effective at the next beginning of a County business day), provided that the sender maintains a machine record of the completed transmission.

5.4 **Claims Presentation.** For all claims arising from or related to this Agreement, nothing in this Agreement establishes, waives, or modifies any claims presentation requirements or procedures provided by law, including the Government Claims Act (Division 3.6 of Title 1 of the Government Code, beginning with section 810).

Article 6

Termination and Suspension

6.1 Termination for Non-Allocation of Funds. The terms of this Agreement are contingent on the approval of funds by the appropriating government agency. If sufficient funds

1 are not allocated, then the County, upon at least 30 days' advance written notice to the
2 Contractor, may:

3 (A) Modify the services provided by the Contractor under this Agreement; or

4 (B) Terminate this Agreement.

5 **6.2 Termination for Breach.**

6 (A) Upon determining that a breach (as defined in paragraph (C) below) has
7 occurred, the County may give written notice of the breach to the Contractor. The written
8 notice may suspend performance under this Agreement, and must provide at least 30
9 days for the Contractor to cure the breach.

10 (B) If the Contractor fails to cure the breach to the County's satisfaction within the
11 time stated in the written notice, the County may terminate this Agreement immediately.

12 (C) For purposes of this section, a breach occurs when, in the determination of the
13 County, the Contractor has:

14 (1) Obtained or used funds illegally or improperly;

15 (2) Failed to comply with any part of this Agreement;

16 (3) Submitted a substantially incorrect or incomplete report to the County; or

17 (4) Improperly performed any of its obligations under this Agreement.

18 **6.3 Termination without Cause.** In circumstances other than those set forth above, the
19 County may terminate this Agreement by giving at least 30 days advance written notice to the
20 Contractor.

21 **6.4 No Penalty or Further Obligation.** Any termination of this Agreement by the County
22 under this Article 6 is without penalty to or further obligation of the County.

23 **6.5 County's Rights upon Termination.** Upon termination for breach under this Article
24 6, the County may demand repayment by the Contractor of any monies disbursed to the
25 Contractor under this Agreement that, in the County's sole judgment, were not expended in
26 compliance with this Agreement. The Contractor shall promptly refund all such monies upon
27 demand. This section survives the termination of this Agreement.

1 **Article 7**

2 **Independent Contractor**

3 7.1 **Status.** In performing under this Agreement, the Contractor, including its officers,
4 agents, employees, and volunteers, is at all times acting and performing as an independent
5 contractor, in an independent capacity, and not as an officer, agent, servant, employee, joint
6 venturer, partner, or associate of the County.

7 7.2 **Verifying Performance.** The County has no right to control, supervise, or direct the
8 manner or method of the Contractor's performance under this Agreement, but the County may
9 verify that the Contractor is performing according to the terms of this Agreement.

10 7.3 **Benefits.** Because of its status as an independent contractor, the Contractor has no
11 right to employment rights or benefits available to County employees. The Contractor is solely
12 responsible for providing to its own employees all employee benefits required by law. The
13 Contractor shall save the County harmless from all matters relating to the payment of
14 Contractor's employees, including compliance with Social Security withholding and all related
15 regulations.

16 7.4 **Services to Others.** The parties acknowledge that, during the term of this
17 Agreement, the Contractor may provide services to others unrelated to the County.

18 **Article 8**

19 **Indemnity and Defense**

20 8.1 **Indemnity.** The Contractor shall indemnify and hold harmless and defend the
21 County (including its officers, agents, employees, and volunteers) against all claims, demands,
22 injuries, damages, costs, expenses (including attorney fees and costs), fines, penalties, and
23 liabilities of any kind to the County, the Contractor, or any third party that arise from or relate to
24 the performance or failure to perform by the Contractor (or any of its officers, agents,
25 subcontractors, or employees) under this Agreement. The County may conduct or participate in
26 its own defense without affecting the Contractor's obligation to indemnify and hold harmless or
27 defend the County.

28 8.2 **Survival.** This Article 8 survives the termination or expiration of this Agreement.

1 **Article 9**

2 **Insurance**

3 9.1 The Contractor shall comply with all the insurance requirements in Exhibit D to this
4 Agreement.

5 **Article 10**

6 **Inspections, Audits, and Public Records**

7 10.1 **Inspection of Documents.** The Contractor shall make available to the County, and
8 the County may examine at any time during business hours and as often as the County deems
9 necessary, all of the Contractor's records and data with respect to the matters covered by this
10 Agreement, excluding attorney-client privileged communications. The Contractor shall, upon
11 request by the County, permit the County to audit and inspect all of such records and data to
12 ensure the Contractor's compliance with the terms of this Agreement.

13 10.2 **State Audit Requirements.** If the compensation to be paid by the County under this
14 Agreement exceeds \$10,000, the Contractor is subject to the examination and audit of the
15 California State Auditor, as provided in Government Code section 8546.7, for a period of three
16 years after final payment under this Agreement. This section survives the termination of this
17 Agreement.

18 10.3 **Public Records.** The County is not limited in any manner with respect to its public
19 disclosure of this Agreement or any record or data that the Contractor may provide to the
20 County. The County's public disclosure of this Agreement or any record or data that the
21 Contractor may provide to the County may include but is not limited to the following:

22 (A) The County may voluntarily, or upon request by any member of the public or
23 governmental agency, disclose this Agreement to the public or such governmental
24 agency.

25 (B) The County may voluntarily, or upon request by any member of the public or
26 governmental agency, disclose to the public or such governmental agency any record or
27 data that the Contractor may provide to the County, unless such disclosure is prohibited
28 by court order.

1 (C) This Agreement, and any record or data that the Contractor may provide to the
2 County, is subject to public disclosure under the Ralph M. Brown Act (California
3 Government Code, Title 5, Division 2, Part 1, Chapter 9, beginning with section 54950).

4 (D) This Agreement, and any record or data that the Contractor may provide to the
5 County, is subject to public disclosure as a public record under the California Public
6 Records Act (California Government Code, Title 1, Division 7, Chapter 3.5, beginning
7 with section 6250) ("CPRA").

8 (E) This Agreement, and any record or data that the Contractor may provide to the
9 County, is subject to public disclosure as information concerning the conduct of the
10 people's business of the State of California under California Constitution, Article 1,
11 section 3, subdivision (b).

12 (F) Any marking of confidentiality or restricted access upon or otherwise made with
13 respect to any record or data that the Contractor may provide to the County shall be
14 disregarded and have no effect on the County's right or duty to disclose to the public or
15 governmental agency any such record or data.

16 **10.4 Public Records Act Requests.** If the County receives a written or oral request
17 under the CPRA to publicly disclose any record that is in the Contractor's possession or control,
18 and which the County has a right, under any provision of this Agreement or applicable law, to
19 possess or control, then the County may demand, in writing, that the Contractor deliver to the
20 County, for purposes of public disclosure, the requested records that may be in the possession
21 or control of the Contractor. Within five business days after the County's demand, the
22 Contractor shall (a) deliver to the County all of the requested records that are in the Contractor's
23 possession or control, together with a written statement that the Contractor, after conducting a
24 diligent search, has produced all requested records that are in the Contractor's possession or
25 control, or (b) provide to the County a written statement that the Contractor, after conducting a
26 diligent search, does not possess or control any of the requested records. The Contractor shall
27 cooperate with the County with respect to any County demand for such records. If the
28 Contractor wishes to assert that any specific record or data is exempt from disclosure under the

1 CPRA or other applicable law, it must deliver the record or data to the County and assert the
2 exemption by citation to specific legal authority within the written statement that it provides to
3 the County under this section. The Contractor's assertion of any exemption from disclosure is
4 not binding on the County, but the County will give at least 10 days' advance written notice to
5 the Contractor before disclosing any record subject to the Contractor's assertion of exemption
6 from disclosure. The Contractor shall indemnify the County for any court-ordered award of costs
7 or attorney's fees under the CPRA that results from the Contractor's delay, claim of exemption,
8 failure to produce any such records, or failure to cooperate with the County with respect to any
9 County demand for any such records.

10 **Article 11**

11 **Disclosure of Self-Dealing Transactions**

12 11.1 **Applicability.** This Article 11 applies if the Contractor is operating as a corporation,
13 or changes its status to operate as a corporation.

14 11.2 **Duty to Disclose.** If any member of the Contractor's board of directors is party to a
15 self-dealing transaction, he or she shall disclose the transaction by completing and signing a
16 "Self-Dealing Transaction Disclosure Form" (Exhibit C to this Agreement) and submitting it to
17 the County before commencing the transaction or immediately after.

18 11.3 **Definition.** "Self-dealing transaction" means a transaction to which the Contractor is
19 a party and in which one or more of its directors, as an individual, has a material financial
20 interest.

21 **Article 12**

22 **General Terms**

23 12.1 **Modification.** Except as provided in Article 6, "Termination and Suspension," this
24 Agreement may not be modified, and no waiver is effective, except by written agreement signed
25 by both parties. The Contractor acknowledges that County employees have no authority to
26 modify this Agreement except as expressly provided in this Agreement.

27 12.2 **Non-Assignment.** Neither party may assign its rights or delegate its obligations
28 under this Agreement without the prior written consent of the other party. Notwithstanding the

1 foregoing, Contractor may subcontract certain portions of the services, with prior written
2 notification to County.

3 12.3 **Governing Law.** The laws of the State of California govern all matters arising from
4 or related to this Agreement.

5 12.4 **Jurisdiction and Venue.** This Agreement is signed and performed in Fresno
6 County, California. Contractor consents to California jurisdiction for actions arising from or
7 related to this Agreement, and, subject to the Government Claims Act, all such actions must be
8 brought and maintained in Fresno County.

9 12.5 **Construction.** The final form of this Agreement is the result of the parties' combined
10 efforts. If anything in this Agreement is found by a court of competent jurisdiction to be
11 ambiguous, that ambiguity shall not be resolved by construing the terms of this Agreement
12 against either party.

13 12.6 **Days.** Unless otherwise specified, "days" means calendar days.

14 12.7 **Headings.** The headings and section titles in this Agreement are for convenience
15 only and are not part of this Agreement.

16 12.8 **Severability.** If anything in this Agreement is found by a court of competent
17 jurisdiction to be unlawful or otherwise unenforceable, the balance of this Agreement remains in
18 effect, and the parties shall make best efforts to replace the unlawful or unenforceable part of
19 this Agreement with lawful and enforceable terms intended to accomplish the parties' original
20 intent.

21 12.9 **Nondiscrimination.** During the performance of this Agreement, the Contractor shall
22 not unlawfully discriminate against any employee or applicant for employment, or recipient of
23 services, because of race, religious creed, color, national origin, ancestry, physical disability,
24 mental disability, medical condition, genetic information, marital status, sex, gender, gender
25 identity, gender expression, age, sexual orientation, military status or veteran status pursuant to
26 all applicable State of California and federal statutes and regulation.

27 12.10 **No Waiver.** Payment, waiver, or discharge by the County of any liability or obligation
28 of the Contractor under this Agreement on any one or more occasions is not a waiver of

1 performance of any continuing or other obligation of the Contractor and does not prohibit
2 enforcement by the County of any obligation on any other occasion.

3 **12.11 Entire Agreement.** This Agreement, including its exhibits, is the entire agreement
4 between the Contractor and the County with respect to the subject matter of this Agreement,
5 and it supersedes all previous negotiations, proposals, commitments, writings, advertisements,
6 publications, and understandings of any nature unless those things are expressly included in
7 this Agreement. If there is any inconsistency between the terms of this Agreement without its
8 exhibits and the terms of the exhibits, then the inconsistency will be resolved by giving
9 precedence first to the terms of this Agreement without its exhibits, and then to the terms of the
10 exhibits.

11 **12.12 No Third-Party Beneficiaries.** This Agreement does not and is not intended to
12 create any rights or obligations for any person or entity except for the parties.

13 **12.13 Authorized Signature.** The Contractor represents and warrants to the County that:

14 (A) The Contractor is duly authorized and empowered to sign and perform its
15 obligations under this Agreement.

16 (B) The individual signing this Agreement on behalf of the Contractor is duly
17 authorized to do so and his or her signature on this Agreement legally binds the
18 Contractor to the terms of this Agreement.

19 **12.14 Electronic Signatures.** The parties agree that this Agreement may be executed by
20 electronic signature as provided in this section.

21 (A) An "electronic signature" means any symbol or process intended by an individual
22 signing this Agreement to represent their signature, including but not limited to (1) a
23 digital signature; (2) a faxed version of an original handwritten signature; or (3) an
24 electronically scanned and transmitted (for example by PDF document) version of an
25 original handwritten signature.

26 (B) Each electronic signature affixed or attached to this Agreement (1) is deemed
27 equivalent to a valid original handwritten signature of the person signing this Agreement
28 for all purposes, including but not limited to evidentiary proof in any administrative or

1 judicial proceeding, and (2) has the same force and effect as the valid original
2 handwritten signature of that person.

3 (C) The provisions of this section satisfy the requirements of Civil Code section
4 1633.5, subdivision (b), in the Uniform Electronic Transaction Act (Civil Code, Division 3,
5 Part 2, Title 2.5, beginning with section 1633.1).

6 (D) Each party using a digital signature represents that it has undertaken and
7 satisfied the requirements of Government Code section 16.5, subdivision (a),
8 paragraphs (1) through (5), and agrees that each other party may rely upon that
9 representation.

10 (E) This Agreement is not conditioned upon the parties conducting the transactions
11 under it by electronic means and either party may sign this Agreement with an original
12 handwritten signature.

13 12.15 **Counterparts.** This Agreement may be signed in counterparts, each of which is an
14 original, and all of which together constitute this Agreement.

15 12.16 **Assignment of Right to Work Product.** Contractor hereby irrevocably assigns to
16 County all right, title and interest worldwide in and to any finished assets developed by
17 Contractor (whether alone or jointly with others, including employees or agents of Contractor)
18 for County during or before the term of this Agreement pursuant to the Scope of Services,
19 attached as Exhibit A, or pursuant to any Project Brief or proposal (collectively, the "Work
20 Product"). Contractor agrees not to challenge the validity of County's ownership of the Work
21 Product. Contractor will provide finished assets upon receiving payment for completed projects
22 or campaigns. Assets include approved, finished creative deliverables that have been produced
23 by Contractor or any of its subcontractors. Assets will not include native files, as it is illegal to
24 distribute licensed items that may be contained within. Licensed items include, but are not
25 limited to fonts, stock images or footage, and music or audio files. Contractor shall facilitate
26 campaign material templates for certain file types upon request, but it will be the County's
27 responsibility to secure any licensed materials for use within those templates.

28 [SIGNATURE PAGE FOLLOWS]

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The parties are signing this Agreement on the date stated in the introductory clause.

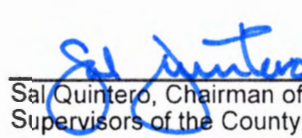
Two Q, Inc.

COUNTY OF FRESNO



Jane Olvera Majors, President

7589 N. Wilson Ave. Ste. 103
Fresno, CA 93711



Sal Quintero, Chairman of the Board of
Supervisors of the County of Fresno

Attest:

Bernice Seidel
Clerk of the Board of Supervisors
County of Fresno, State of California

By: 
Deputy

For accounting use only:

Org No.:
Account No.:
Fund No.:
Subclass No.:

Exhibit A

SCOPE OF SERVICES

Contractor may hire subcontractors or consultants if Contractor lacks the capability to perform certain tasks in-house. Such tasks and subcontractors or consultants must be identified within invoices submitted to the County for reimbursement.

1. Annual Comprehensive Communications Plan

- a. Facilitate meetings with Department(s) staff from selected programs to identify program procedures, requirements, and goals related to media and educational campaigns and projects.
- b. Review the Department(s) existing partnerships with other agencies and existing educational materials for opportunities to enhance and integrate complementary messages.
- c. Using the Research, Planning, Implementation, and Evaluation ("RPIE") process, assist the County and Departments to develop countywide and Department(s) Comprehensive Communication Plans with goals, strategies, and tactics.
- d. Identify target audiences, specific messages, and distribution networks to reach program goals. Determine the most timely and cost-effective methods for each campaign.
- e. Design measures to assess changes in public attitudes, perceptions, and behavior, especially among target and priority populations, to improve the effectiveness of campaigns and materials, and to demonstrate campaign outcomes. Assessments may include, but are not limited to, primary and secondary, as well as quantitative and qualitative research, impressions and reach reports, pre/post test results, pre/post survey results, and/or focus groups.
- f. Submit a practical written Comprehensive Communications Plan based on the research described herein within 45 days of the anniversary of Agreement Effective Date, and each subsequent anniversary and renewal year thereafter. This deadline may be adjusted if the Department(s) is not able to provide all required information within 30 days after Agreement Effective Date. If the deadline is adjusted, the new deadline will be 15 days after the Contractor receives all required information.

2. Media Campaigns

- a. Develop and produce advertising campaigns for selected programs, which may include TV, radio, newspaper, outdoor, posters, fliers, and digital platforms. Develop and produce other public service announcements as necessary.
- b. Place advertisements with identified distribution networks using cost-effective media buying strategies and by leveraging available resources.
- c. Finance all costs related to media campaigns, including talent fees, commissions, materials, travel expenses, and contingencies until reimbursed.
- d. Integrate messages across platforms, including the Department(s) website and social media pages, as appropriate.
- e. Provide proof-of-performance/assessment reports to program staff on campaign outputs and outcomes as described in the Comprehensive Communications Plan, within 60 days of project completion or as required in an approved Project Brief.

Exhibit A

- f. For all campaigns, provide detailed information on how Contractor is fulfilling the RPIE marketing process for each campaign.

3. Information Materials

- a. Review and update existing educational materials such as fact sheets, brochures, and presentations, as appropriate, to enhance clarity and comprehension among target audiences.
- b. Collaborate with Department(s) staff to develop new educational materials to fill programmatic gaps.
- c. Recommend improvements to the Department(s) website and social media pages to enhance messaging and improve user experience.
- d. The County and Contractor will collaborate to develop a reference library of County campaigns for appropriate County staff to have access to images, videos, reports, and metrics for County staff to maximize utilization of its resources and to collectively learn from other County Department campaigns.

4. Public Relations

- a. If needed or requested, recommend and review news releases, media advisories, interview talking points and related earned-media communications, as appropriate, to build and maintain public awareness and credibility.
- b. Provide training and technical assistance to Department(s) staff as necessary on creating compelling, news-worthy pieces to increase public awareness of County topics, and to influence positive changes at the individual and systemic levels.
- c. Support Department(s) internal communications to create an inclusive, service-oriented culture in which employees feel supported, valued and driven in the pursuit of the Department(s) mission.
- d. The County has three threshold languages (English, Spanish and Hmong), but there are additional emerging languages such as Punjabi that need to be considered. Contractor shall secure accurate interpretation and translation services when needed to develop materials, assets, and verification of translation.

5. Develop County Marketing Portal

- a. County will collaborate with Contractor to have a portal where County Departments can find examples of Work Product, materials, assets, and campaigns Contractor has developed for County.
- b. County staff shall be able to upload stock footage, as well as any other materials owned or developed by the County, for use by Departments in campaigns.
- c. The portal shall assist with cohesiveness in County messages and campaigns.

6. Management & Administration

- a. Annually develop and submit a project management timeline specifying deliverables, responsible parties, and completion dates. Update the timeline quarterly.

Exhibit A

- b. Prior to beginning work on a project, County Department shall submit a detailed Project Brief, on the form attached in Exhibit F, to Contractor.
- c. After receiving the Project Brief from the County Department, Contractor shall submit a Final Project Brief back to the County Department, which shall fulfill the requests outlined in the Project Brief. The Final Project Brief will contain messaging/creative direction, media strategy plan, campaign elements, estimated costs, including those of subcontractors and pass-through costs. When the County Department is ready to approve the Final Project Brief, the Director of the applicable Department shall provide written approval of the Final Project Brief and accompanying proposed elements. Work shall not begin on the project until the County Department Director provides this written approval.
- d. Submit Master Trackers to each department at least monthly with a status report on all active campaign projects. Each Department's status report shall be comprehensive, inclusive of all projects by that Department and any projects that may be a collaborative project among multiple County departments.
- e. Provide quarterly proof of performance reports to each Department for completed campaigns with Contractor.
- f. Submit one invoice to each Department, on the form attached as Exhibit G, no later than 30 days after the end of each month. The invoice shall include all approved project expenses and related backup documentation (such as project briefs, work orders, invoices, and receipts).
 - The invoice shall include detailed breakdowns of hourly expenses (i.e., 5 hours of video editing, 20 hours of creating flier content and posting to social media, 10 hours of video production, etc.)
 - The invoice shall clearly delineate project expenses by each cost center. Cost center codes will be provided to Contractor by each Department's staff in development of the annual Communications Plan.

Exhibit B

Compensation

The Contractor will be compensated for performance of its services under this Agreement as provided in this Exhibit B. The Contractor is not entitled to any compensation except as expressly provided in this Exhibit B.

Contractor staff rates are as follows:

Principals or Senior Management	
Job Title	Hourly Rate
President	\$150
Strategic Consultant	\$150
Strategic Director	\$150
Senior Account Executive	\$150
VP of Operations	\$150
Account Director	\$150
Creative Director	\$150
Technical Director	\$150
Research Director	\$150
Art Director	\$150
Media Director	\$150
Production Director	\$150

Project Management	
Job Title	Hourly Rate
Senior Account Manager	\$125
Senior Media Buyer	\$125
Research Manager	\$125
Account Manager	\$125
Production Manager	\$125
Media Buyer	\$125
Social Media Manager	\$125
Public Relations/Events Manager	\$125
Account Coordinator	\$95
Media Assistant	\$95

Creative Arts / Layout / Design	
Job Title	Hourly Rate
Senior Copywriter	\$125
Senior Producer	\$125
Senior Designer (graphic, static, motion, web)	\$125
Videographer	\$125
Photographer	\$125
Animator	\$125
Video Editor	\$125
Translations	\$125
Copywriter	\$125
Producer	\$125
Designer	\$125
Graphic Designer	\$125
Web Developer	\$125

Administrative / Clerical	
Job Title	Hourly Rate
Administrator/Contract Manager	\$95
Administrative Support	\$95
Proofing	\$95

Exhibit B

1 Traditional and digital media buys shall be billed to County at actual cost, plus 15% of net
2 commission to Contractor, as documented via notarized statements with itemized ad
placements.

3 Contractor shall bill County for services performed by vendors or subcontractors via original
4 invoices or bills from the vendors or subcontractors.

5 If any subcontractors used by Contractor provide hourly services, their rates shall not exceed
6 Contractor's rates established in this Exhibit B.

7 Other outside vendors used for services (i.e. voiceover talents, actors, translations services not
8 performed by Contractor, etc.) and/ or hard cost expenses (ODCs such as stock licenses,
9 printing/ production, domains/ URLs, rentals, etc.) not outlined in the rate schedule will be billed
as pass-through expenses for direct reimbursement at actual cost with no Contractor mark up or
commission.

10 All pass-through costs, as well as Contractor staff rates and hours, shall be detailed on the Final
11 Project Brief, which shall be approved by the applicable Department Director in writing before
work begins on the campaign.

12 **Typical pass-through subcontractor categories**

13 Video production

14 Audio production

15 Photography

16 Voice or on-camera talent

17 Media remote talent

18 Event public relations

19 Event management/ staffing/ brand ambassadors

20 Translation services

21 Research facilitation services

22 Legal/ attorney fees

23 **Typical pass-through hard costs**

24 Out-of-home (billboards, posters, gas pump toppers, etc.) printing and installation services

25 Printing services

26 Mailing/ shipping services & materials

27 Promotional items/ screen printing

Exhibit B

1 Consumer list purchasing
Digital Asset Management (DAM) monthly service fees
2 Email marketing monthly subscription fees
Sponsorships
3 Event rentals/ materials
4 Event food/ catering
Vehicle/ equipment rentals
5 Licensed stock photography, video, audio, music, sound effects
Website hosting, themes, plugins, SSL certificates, URL domain names, etc.
6 Research incentives, facilities, survey fees, etc.

Annual Anticipated Budget Amounts per County Department

8 Administrative Office – \$50,000
9 Behavioral Health - \$500,000
10 District Attorney - \$50,000
11 Public Works and Planning - \$270,000
12 Public Health - \$1,000,000
13 Human Resources - \$20,000
14 Library - \$40,000
15 Probation - \$25,000
16 Public Defender - \$5,000
17 Sheriff's Office - \$100,000
18 Social Services - \$125,000
19

20
21 County Administrative Officer, or his or her designee, shall have authority to shift the
22 approximate intra-departmental budgeted amounts described in this Exhibit B.
23
24
25
26
27
28

Exhibit C

Self-Dealing Transaction Disclosure Form

In order to conduct business with the County of Fresno ("County"), members of a contractor's board of directors ("County Contractor"), must disclose any self-dealing transactions that they are a party to while providing goods, performing services, or both for the County. A self-dealing transaction is defined below:

"A self-dealing transaction means a transaction to which the corporation is a party and in which one or more of its directors has a material financial interest."

The definition above will be used for purposes of completing this disclosure form.

Instructions

- (1) Enter board member's name, job title (if applicable), and date this disclosure is being made.
- (2) Enter the board member's company/agency name and address.
- (3) Describe in detail the nature of the self-dealing transaction that is being disclosed to the County. At a minimum, include a description of the following:
 - a. The name of the agency/company with which the corporation has the transaction; and
 - b. The nature of the material financial interest in the Corporation's transaction that the board member has.
- (4) Describe in detail why the self-dealing transaction is appropriate based on applicable provisions of the Corporations Code.

The form must be signed by the board member that is involved in the self-dealing transaction described in Sections (3) and (4).

JP Marketing has no self-dealings to disclose.

Exhibit C

(1) Company Board Member Information:

Name:		Date:	
Job Title:			

(2) Company/Agency Name and Address:

(3) Disclosure (Please describe the nature of the self-dealing transaction you are a party to)

(4) Explain why this self-dealing transaction is consistent with the requirements of Corporations Code § 5233 (a)

(5) Authorized Signature

Signature:		Date:	
------------	--	-------	--

Exhibit D

Insurance Requirements

1. Required Policies

Without limiting the County's right to obtain indemnification from the Contractor or any third parties, Contractor, at its sole expense, shall maintain in full force and effect the following insurance policies throughout the term of this Agreement.

- (A) **Commercial General Liability.** Commercial general liability insurance with limits of not less than Two Million Dollars (\$2,000,000) per occurrence and an annual aggregate of Four Million Dollars (\$4,000,000). This policy must be issued on a per occurrence basis. Coverage must include products, completed operations, property damage, bodily injury, personal injury, and advertising injury. The Contractor shall obtain an endorsement to this policy naming the County of Fresno, its officers, agents, employees, and volunteers, individually and collectively, as additional insureds, but only insofar as the operations under this Agreement are concerned. Such coverage for additional insureds will apply as primary insurance and any other insurance, or self-insurance, maintained by the County is excess only and not contributing with insurance provided under the Contractor's policy.
- (B) **Automobile Liability.** Automobile liability insurance with limits of not less than One Million Dollars (\$1,000,000) per occurrence for bodily injury and for property damages. Coverage must include any auto used in connection with this Agreement.
- (C) **Workers Compensation.** Workers compensation insurance as required by the laws of the State of California with statutory limits.
- (D) **Employer's Liability.** Employer's liability insurance with limits of not less than One Million Dollars (\$1,000,000) per occurrence for bodily injury and for disease.
- (E) **Professional Liability.** Professional liability insurance with limits of not less than One Million Dollars (\$1,000,000) per occurrence and an annual aggregate of Three Million Dollars (\$3,000,000). If this is a claims-made policy, then (1) the retroactive date must be prior to the date on which services began under this Agreement; (2) the Contractor shall maintain the policy and provide to the County annual evidence of insurance for not less than five years after completion of services under this Agreement; and (3) if the policy is canceled or not renewed, and not replaced with another claims-made policy with a retroactive date prior to the date on which services begin under this Agreement, then the Contractor shall purchase extended reporting coverage on its claims-made policy for a minimum of five years after completion of services under this Agreement.
- (F) **Molestation Liability.** Sexual abuse / molestation liability insurance with limits of not less than One Million Dollars (\$1,000,000) per occurrence, with an annual aggregate of Two Million Dollars (\$2,000,000). This policy must be issued on a per occurrence basis.
- (G) **Technology Professional Liability (Errors and Omissions).** Technology professional liability (errors and omissions) insurance with limits of not less than Two Million Dollars (\$2,000,000) per occurrence and in the aggregate. Coverage must encompass all of the Contractor's obligations under this Agreement, including but not limited to claims involving Cyber Risks.

Exhibit D

- (H) **Cyber Liability.** Cyber liability insurance with limits of not less than Two Million Dollars (\$2,000,000) per occurrence. Coverage must include claims involving Cyber Risks. The cyber liability policy must be endorsed to cover the full replacement value of damage to, alteration of, loss of, or destruction of intangible property (including but not limited to information or data) that is in the care, custody, or control of the Contractor.

Definition of Cyber Risks. "Cyber Risks" include but are not limited to (i) Security Breach, which may include Disclosure of Personal Information to an Unauthorized Third Party; (ii) data breach; (iii) breach of any of the Contractor's obligations under to maintain the security of County's data; (iv) system failure; (v) data recovery; (vi) failure to timely disclose data breach or Security Breach; (vii) failure to comply with privacy policy; (viii) payment card liabilities and costs; (ix) infringement of intellectual property, including but not limited to infringement of copyright, trademark, and trade dress; (x) invasion of privacy, including release of private information; (xi) information theft; (xii) damage to or destruction or alteration of electronic information; (xiii) cyber extortion; (xiv) extortion related to the Contractor's obligations under this Agreement regarding electronic information, including Personal Information; (xv) fraudulent instruction; (xvi) funds transfer fraud; (xvii) telephone fraud; (xviii) network security; (xix) data breach response costs, including Security Breach response costs; (xx) regulatory fines and penalties related to the Contractor's obligations under this Agreement regarding electronic information, including Personal Information; and (xxi) credit monitoring expenses.

2. Additional Requirements

- (A) **Verification of Coverage.** Within 30 days after the Contractor signs this Agreement, and at any time during the term of this Agreement as requested by the County's Risk Manager or the County Administrative Office, the Contractor shall deliver, or cause its broker or producer to deliver, to the County Risk Manager, at 2220 Tulare Street, 16th Floor, Fresno, California 93721, or HRRiskManagement@fresnocountyca.gov, and by mail or email to the person identified to receive notices under this Agreement, certificates of insurance and endorsements for all of the coverages required under this Agreement.
- (i) Each insurance certificate must state that: (1) the insurance coverage has been obtained and is in full force; (2) the County, its officers, agents, employees, and volunteers are not responsible for any premiums on the policy; and (3) the Contractor has waived its right to recover from the County, its officers, agents, employees, and volunteers any amounts paid under any insurance policy required by this Agreement and that waiver does not invalidate the insurance policy.
 - (ii) The commercial general liability insurance certificate must also state, and include an endorsement, that the County of Fresno, its officers, agents, employees, and volunteers, individually and collectively, are additional insureds insofar as the operations under this Agreement are concerned. The commercial general liability insurance certificate must also state that the coverage shall apply as primary insurance and any other insurance, or self-insurance, maintained by the County

Exhibit D

shall be excess only and not contributing with insurance provided under the Contractor's policy.

- (iii) The automobile liability insurance certificate must state that the policy covers any auto used in connection with this Agreement.
 - (iv) The professional liability insurance certificate, if it is a claims-made policy, must also state the retroactive date of the policy, which must be prior to the date on which services began under this Agreement.
 - (v) The technology professional liability insurance certificate must also state that coverage encompasses all of the Contractor's obligations under this Agreement, including but not limited to claims involving Cyber Risks, as that term is defined in this Agreement.
 - (vi) The cyber liability insurance certificate must also state that it is endorsed, and include an endorsement, to cover the full replacement value of damage to, alteration of, loss of, or destruction of intangible property (including but not limited to information or data) that is in the care, custody, or control of the Contractor.
- (B) **Acceptability of Insurers.** All insurance policies required under this Agreement must be issued by admitted insurers licensed to do business in the State of California and possessing at all times during the term of this Agreement an A.M. Best, Inc. rating of no less than A: VII.
- (C) **Notice of Cancellation or Change.** For each insurance policy required under this Agreement, the Contractor shall provide to the County, or ensure that the policy requires the insurer to provide to the County, written notice of any cancellation or change in the policy as required in this paragraph. For cancellation of the policy for nonpayment of premium, the Contractor shall, or shall cause the insurer to, provide written notice to the County not less than 10 days in advance of cancellation. For cancellation of the policy for any other reason, and for any other change to the policy, the Contractor shall, or shall cause the insurer to, provide written notice to the County not less than 30 days in advance of cancellation or change. The County in its sole discretion may determine that the failure of the Contractor or its insurer to timely provide a written notice required by this paragraph is a breach of this Agreement.
- (D) **County's Entitlement to Greater Coverage.** If the Contractor has or obtains insurance with broader coverage, higher limits, or both, than what is required under this Agreement, then the County requires and is entitled to the broader coverage, higher limits, or both. To that end, the Contractor shall deliver, or cause its broker or producer to deliver, to the County's Risk Manager certificates of insurance and endorsements for all of the coverages that have such broader coverage, higher limits, or both, as required under this Agreement.
- (E) **Waiver of Subrogation.** The Contractor waives any right to recover from the County, its officers, agents, employees, and volunteers any amounts paid under the policy of worker's compensation insurance required by this Agreement. The Contractor is solely responsible to obtain any policy endorsement that may be necessary to accomplish that

Exhibit D

waiver, but the Contractor's waiver of subrogation under this paragraph is effective whether or not the Contractor obtains such an endorsement.

- (F) **County's Remedy for Contractor's Failure to Maintain.** If the Contractor fails to keep in effect at all times any insurance coverage required under this Agreement, the County may, in addition to any other remedies it may have, suspend or terminate this Agreement upon the occurrence of that failure, or purchase such insurance coverage, and charge the cost of that coverage to the Contractor. The County may offset such charges against any amounts owed by the County to the Contractor under this Agreement.
- (G) **Subcontractors.** The Contractor shall require and verify that all subcontractors used by the Contractor to provide services under this Agreement maintain insurance meeting all insurance requirements provided in this Agreement. This paragraph does not authorize the Contractor to provide services under this Agreement using subcontractors.

Exhibit E

FRESNO COUNTY MARKETING - Department Contacts

DEPARTMENT	CONTACT	CONTACT INFO	AMOUNT
Behavioral Health	Ahmad Bahrami, Division Manager Brian Bishop, Communications & Analyst	abahrami@fresnocountyca.gov 600-6865 bbishop@fresnocountyca.gov 600-6843	\$500K
CAO's Office	Sonja Dosti, Communications Director Josh Dean, Communication/Media Production Analyst: Sal Espino	sdosti@fresnocountyca.gov 600-1224 jdean@fresnocountyca.gov 600-1320	\$50K
District Attorney	Taylor Long, Public Information Officer Business: Ruth Falcon	tlong@fresnocountyca.gov 600-4334 rfalcon@fresnocountyca.gov 600-4464	\$50K
Human Resources	DayVonna Youngblood, HR Manager Business: Taryn Roy Back-up: Sonja Dosti, Communications Director	dyoungblood@fresnocountyca.gov 600-1821 troy@fresnocountyca.gov 600-1807	\$20K
Public Library	Sally Gomez, Interim Director Susan Renfro, Marketing & Community Relations Fae Giffen, Community Engagement Business: Claudia Melancon	sally.gomez@fresnolibrary.org 600-6237 susan.renfro@fresnolibrary.org 600-6273 fae.giffen@fresnolibrary.org 600-6288 Claudia.Melancon@fresnolibrary.org	\$40K
Probation	Vicki Noel, Deputy Chief Business: Norabelle Elegado Back-up: Sonja Dosti, Communications Director	vnoel@fresnocountyca.gov 600-1295 nelegado@fresnocountyca.gov 600-1246	\$25K
Public Defender	Antoinette Taillac, Public Defender Business: Marsha Koop Back-up: Sonja Dosti, Communications Director	Ataillac@fresnocountyca.gov mkoop@fresnocountyca.gov 600-1583	\$5K
Public Health	Joe Prado, Assistant Director Business: Aphi Xayavath	jprado@fresnocountyca.gov 600-6402 axayavath@fresnocountyca.gov 600-6335	\$1M
Public Works & Planning (Resources)	Michelle Avalos Business: Ronda Kade	mavalos@fresnocountyca.gov 600-9985 rkade@fresnocountyca.gov 600-4490	\$270K
Sheriff-Coroner	Tony Botti Stephen McComas Business: Baldo Berber Annabel Baldwin	tony.botti@fresnosheriff.org 600-8137 stephen.mccomas@fresnosheriff.org 600-8145 baldomero.berber@fresnosheriff.org 600-8036 annabel.baldwin@fresnosheriff.org 600-8568	\$100K
Social Services	PIO – TBD Business: Gavin Harrison	TBD gharrison@fresnocountyca.gov 600-2352	\$125K

Exhibit F

Sample Project Brief



Fresno County
Countywide Marketing Contract with TwoQ
Media Project Brief (11.28.23)

Department/Division _____	Department Project ID # (e.g. 620-001) _____
Project Name _____	Program Contact _____
Today's Date _____	Contact Email _____
Cost Center _____	Contact Phone _____

NEW PROJECT ☐ YES ☐ NO

AMENDMENT ☐ YES ☐ NO

**DEPARTMENTS
INVOLVED**

Please include departments that are involved/partnering in the campaign.

BUDGET

Please include the entire budget for the program. Don't feel pressured to choose media tactics at this time. The agency will create the most effective plan (for your review) to achieve the objectives within the budget given.

BUDGET DEADLINE

Because of grant funding, does the budget have to be spent by a certain date? When do you need to be invoiced?

**CAMPAIGN
OBJECTIVES**

What are you trying to communicate or accomplish?
(Examples: prevent pregnant women from smoking, increase year over year attendance at an event, increase awareness of a program.)

**KEY TAKEAWAYS/
CALL TO ACTION**

What do you want your target audience to do?
(Examples: go to a particular page on the website, visit their doctor or clinic, get vaccinated, be aware of your info, attend an event.)

**DESIRED &
MEASUREABLE
OUTCOME(S)**

In reviewing any prior measurable benchmarks, how you would you like this campaign to help the community, and how can we actually measure this? PLEASE PROVIDE THE PRIOR MEASURABLE FIGURE TO BENCHMARK FROM. (Examples: reduce the number of pre-term pregnancies by 10% over last year, reduce the visits to the Emergency Room)

**TARGET AUDIENCE
(Demographics &
Psychographics)**

Include any specific area in Fresno County, if applicable. Include as much info as possible. May include percentage breakdown for each groups (e.g. 50% Hispanic, 25% White, 15% African American, 10% Asian, or 75% rural and 25% Metropolitan)
(Examples: gender, age, income, ethnicity)

**LANGUAGE
PREFERENCES**

Examples: English, Spanish, Hmong, Punjabi

STYLE/TONE

Choose from Voiceover Options in a shared drive.
(Examples: friendly, cautious, concerned, approachable, urgent, stern, serious, hopeful, inspirational, caring, male or female voice/talent)

**PREVIOUS MEDIA
USED**

If applicable, list previous media used for this campaign and how it worked in your opinion.
(Examples: radio, TV, direct mail, theater, outdoor, print, digital, social, public relations)

**EXISTING ASSETS/
REFERENCE LINKS**

Are there any existing/previous graphics, video footage, B-roll, radio or TV scripts or spots, print ads or any other items from the County, funder or partner campaigns? Any websites that JP or the target audience can reference for information?

**SUMMARY OF LAST
YEAR'S PROGRAM**

If applicable, summarize the campaign's goals, budget, media used and the results.

TIMELINE

When does the campaign need to run? Are there specific deadlines?

**AGENCY
DELIVERABLES**

What do you need TwoQ to provide or create based on the requirements of the program/grant?

MEDIA PREFERENCE

If you have a type of media (*e.g., social ad, radio, print, flyer, outdoor, etc.*) that you would prefer for this campaign, please list and describe why you are recommending it.

**WEBSITE
CLICK THRU URL**

List the url to be used to direct the target audience to visit a web page (*e.g., fcdph.org/flu*).

**LOGOS/
MANDATORIES**

List or provide any logos or sponsors that may need to be mentioned in materials or ads. List any phone numbers that need to appear in the ads. Include any required verbiage or wording preferred for this campaign. (*e.g., prefer to use "vaccine" instead of "shot"*)

**ATTRIBUTION/
DISCLAIMERS**

Attribution language, disclaimers or fine print information that may need to be in the messaging. (*Examples: "Funded by ..." or "This program provided for children under 18"*)

**DEPARTMENT
APPROVAL**

List individuals that will approve all aspects of campaign (*e.g. plan, budget, final proofs*). Departments may list a division level approver and final approval at a Department Director level. Departments coordinating with other County departments may list one County Department leadership as the approver or list approvers in two different departments.

CONSIDERATIONS

Miscellaneous

Exhibit G
Sample Invoice Form



JP Marketing, a division of Two Q, Inc.
7589 N Wilson Ave Ste 103
Fresno, CA 93711 US
(559) 438-2180
www.jpmtkg.com

SAMPLE INVOICE

INVOICE

BILL TO

INVOICE #

DATE

DUE DATE

TERMS Net 15

PO NUMBER/ COST CENTER

CONTRACT NUMBER

DESCRIPTION	QTY	RATE	AMOUNT
E E E			
-PERSONNEL-			
President		150.00	
President (added value credit adjustment)		150.00	
Account Director		150.00	
Art Director		150.00	
Creative Director		150.00	
Technical Director		150.00	
Account Manager		125.00	
Senior Media Buyer		125.00	
Public Relations/Events Manager		125.00	
Production Manager		125.00	
Senior Copywriter		125.00	
Senior Designer		125.00	
Videographer		125.00	
Video Editor		125.00	
Account Coordinator		95.00	
Media Assistant		95.00	
-DEVELOPMENT & PRODUCTION- (net; subcontractor)			

G-1

Accounts not paid within 30 days of the invoice date are subject to a 3% monthly finance charge.

Exhibit G

DESCRIPTION	QTY	RATE	AMOUNT
-PAID ADVERTISING/ MEDIA PLACEMENTS- Social Media Sponsored Posts (net; Meta & TikTok) Commission	3		
BALANCE DUE			\$

County Users Accounting Strings

County Department	Org	Account	Fund	Subclass
County Administrative Office	2540	7295	0001	10000
Department of Behavioral Health	5630	7295	0001	10000
District Attorney	2860	7295	0001	10000
Library	75110420	7609	0107	10000
Probation	34309999	7295	0001	10000
Public Defender	2880	7295	0001	10000
Human Resources	89259999	7325	1060	10000
	10109999	7325	0001	10000
Department of Public Health	5620	1018 – 4882 (Multi)	Multi	Multi
Department of Public Works and Planning	9015	7295	0701	15001
Sheriff's Office	31112000	7295	0001	10000
Department of Social Services	56107001	7295	0001	10000