

AGREEMENT

THIS AGREEMENT ("Agreement") is made and entered into this 22nd day of February, 2022, by and between the COUNTY OF FRESNO, a Political Subdivision of the State of California, hereinafter referred to as "COUNTY", and The Regents of the University of California, on behalf of the San Francisco Campus, a Public University, whose address is c/o Office of Sponsored Research, Box 0962 490 Illinois Street, 4th Floor, San Francisco, CA 94143, hereinafter referred to as "CONTRACTOR".

WITNESSETH

WHEREAS, COUNTY, through its Department of Public Health (DPH), is in need of an independent contractor experienced in leading and facilitating development of a public awareness campaign focused on Black maternal and infant health disparities and interventions; and

WHEREAS, CONTRACTOR has the knowledge and expertise, equipment, and personnel skilled in the provision of such services; and

WHEREAS, CONTRACTOR is qualified and willing to provide such services, pursuant to the terms and conditions of this Agreement.

NOW, THEREFORE, in consideration of the mutual covenants, terms and conditions herein contained, the parties hereto agree as follows:

1. OBLIGATIONS OF THE CONTRACTOR

CONTRACTOR shall perform all services and fulfill all responsibilities identified in Exhibit A ("Statement of Work"), attached hereto and by this reference incorporated herein.

2. OBLIGATIONS OF THE COUNTY

COUNTY shall perform all services and fulfill all responsibilities identified in Exhibit A ("Statement of Work").

3. TERM

The term of this Agreement shall be for the period commencing on September 1, 2021 through and including February 28, 2023.

4. TERMINATION

A. Non-Allocation of Funds - The terms of this Agreement, and the services to be

1 provided hereunder, are contingent on the approval of funds by the appropriating government agency.
2 Should sufficient funds not be allocated, the services provided may be modified, or this Agreement
3 terminated, at any time by giving the CONTRACTOR thirty (30) days advance written notice.

4 B. Breach of Contract - The COUNTY may immediately suspend or terminate this
5 Agreement in whole or in part, where in the determination of the COUNTY there is:

- 6 1) An illegal or improper use of funds;
- 7 2) A failure to comply with any term of this Agreement;
- 8 3) A substantially incorrect or incomplete report submitted to the COUNTY;
- 9 4) Improperly performed service.

10 and the CONTRACTOR fails to cure such breach within thirty (30) days from receipt of notice
11 outlining the nature of the breach. In the event such material breach is not cured within the applicable
12 period of time noted above. In no event shall any payment by the COUNTY constitute a waiver by the
13 COUNTY of any breach of this Agreement or any default which may then exist on the part of the
14 CONTRACTOR. Neither shall such payment impair or prejudice any remedy available to the COUNTY with
15 respect to the breach or default. The COUNTY shall have the right to demand of the CONTRACTOR the
16 repayment to the COUNTY of any funds disbursed to the CONTRACTOR under this Agreement, which in
17 the judgment of the COUNTY were not expended in accordance with the terms of this Agreement. The
18 CONTRACTOR shall promptly refund any such funds upon demand.

19 C. Without Cause - Either Party may terminate this Agreement in whole or in part for
20 any reason the party considers significant upon the giving of thirty (30) days advance written notice of an
21 intention to terminate to the other party.

22 D. In the event this Agreement is terminated pursuant to Section Four (4), subsections
23 A, B, or C, above, COUNTY shall pay CONTRACTOR the full cost of documentable non-cancelable
24 obligations properly incurred by CONTRACTOR pursuant to the terms of this Agreement prior to
25 termination. CONTRACTOR shall make good faith efforts to avoid incurring additional costs following
26 COUNTY's notice of termination.

27 5. COMPENSATION/INVOICING

28 COUNTY agrees to pay CONTRACTOR and CONTRACTOR agrees to receive compensation as

1 identified in Exhibit B, attached hereto and incorporated herein by this reference. CONTRACTOR shall
2 submit monthly invoices by the 30th day of each month for the prior month's expenditures, addressed to the
3 County of Fresno, Department of Public Health, Public Health Nursing Division, P.O. Box 11867, Fresno,
4 CA 93775 or DPHBOAP@fresnocountyca.gov, Attention: PHN Division Manager. Invoices shall detail line
5 items as specified in Exhibit B, including original budget amounts, current month's expenses, year-to-date
6 expenses and budget balances. In addition, invoices shall also include all relevant supporting
7 documentation including but not limited to copies of original statements, program expense receipts, payroll
8 records and mileage claims.

9 In no event shall compensation paid for services performed under this Agreement be in excess of
10 Two Hundred Forty-Eight Thousand Four Hundred and No/100 Dollars (\$248,400.00) during the term of
11 this Agreement. It is understood that all expenses incidental to CONTRACTOR'S performance of services
12 under this Agreement shall be borne by CONTRACTOR.

13 6. FUNDING

14 Funding for these services is provided by the California Department of Public Health, Perinatal
15 Equity Initiative, through State General Funds that have been authorized through the State of California
16 Health and Safety Code, Section 123260.

17 7. INDEPENDENT CONTRACTOR

18 In performance of the work, duties and obligations assumed by CONTRACTOR under this
19 Agreement, it is mutually understood and agreed that CONTRACTOR, including any and all of the
20 CONTRACTOR'S officers, agents, and employees will at all times be acting and performing as an
21 independent contractor, and shall act in an independent capacity and not as an officer, agent, servant,
22 employee, joint venturer, partner, or associate of the COUNTY. Furthermore, COUNTY shall have no right
23 to control or supervise or direct the manner or method by which CONTRACTOR shall perform its work and
24 function. However, COUNTY shall retain the right to administer this Agreement so as to verify that
25 CONTRACTOR is performing its obligations in accordance with the terms and conditions thereof.

26 CONTRACTOR and COUNTY shall comply with all applicable provisions of law and the rules and
27 regulations, if any, of governmental authorities having jurisdiction over matters the subject thereof.

28 Because of its status as an independent contractor, CONTRACTOR shall have absolutely no right

1 to employment rights and benefits available to COUNTY employees. CONTRACTOR shall be solely liable
2 and responsible for providing to, or on behalf of, its employees all legally-required employee benefits. In
3 addition, CONTRACTOR shall be solely responsible and save COUNTY harmless from all matters relating
4 to payment of CONTRACTOR'S employees, including compliance with Social Security withholding and all
5 other regulations governing such matters. It is acknowledged that during the term of this Agreement,
6 CONTRACTOR may be providing services to others unrelated to the COUNTY or to this Agreement.

7 8. MODIFICATION

8 Any matters of this Agreement may be modified from time to time by the written consent of all the
9 parties without, in any way, affecting the remainder.

10 Notwithstanding the above, changes to line items in the budget, attached hereto as Exhibit B, that
11 do not exceed ten percent (10%) of the maximum compensation payable to the CONTRACTOR, may be
12 made with the written approval of COUNTY's DPH Director, or designee. Said budget line item changes
13 shall not result in any change to the maximum compensation amount payable to CONTRACTOR, as stated
14 herein.

15 9. NON-ASSIGNMENT

16 Neither party shall assign, transfer or sub-contract this Agreement nor their rights or duties under
17 this Agreement without the prior written consent of the other party.

18 10. HOLD HARMLESS

19 To the extent allowed under applicable laws, CONTRACTOR agrees to indemnify, save, hold
20 harmless, defend the COUNTY, its officers, agents, and employees from any and all costs and expenses
21 (including reasonable attorney's fees and costs), damages, liabilities, claims, and losses arising out of the
22 performance of this Agreement, but only in proportion to and to the extent such costs, expenses, attorneys'
23 fees, damages, liabilities, claims, or losses are caused or result from the negligent or intentional acts or
24 omissions of CONTRACTOR, its officers, agents, or employees..

25 To the extent allowed under applicable laws, COUNTY agrees to indemnify, save, hold harmless,
26 defend CONTRACTOR, its officers, agents, and employees from any and all costs and expenses (including
27 reasonable attorney's fees and costs), damages, liabilities, claims, and losses occurring or resulting to
28 CONTRACTOR arising out of the performance, but only in proportion to and to the extent such costs,

1 expenses, attorneys' fees, damages, liabilities, claims, or losses are caused or result from the negligent or
2 intentional acts or omissions of CONTRACTOR, its officers, agents, or employees.

3 In the event of concurrent negligence on the part of the Parties, including any of its Boards, officials,
4 officers, directors, agents, employees or volunteers, the liability for any and all such claims, demands and
5 actions in law or equity for such losses, fines, penalties, forfeitures, costs and damages shall be
6 apportioned under the State of California's theory of comparative negligence as presently established or as
7 may be modified hereafter.

8 The provisions of this Section 10 shall survive termination of this Agreement.

9 11. INSURANCE

10 Without limiting the indemnification of each party as stated herein, it is understood and agreed that
11 the parties shall each maintain, at their sole expense, insurance policies or self-insurance programs
12 including, but not limited to, an insurance pooling arrangement and/or Joint Powers Agreement to fund their
13 respective liabilities including general liability, automotive liability, and workers' compensation. Evidence of
14 Insurance, e.g., Certificates of Insurance or other similar documentation, shall be provided at the request of
15 either party under this Agreement. Each party shall provide a Waiver of Subrogation under the Worker's
16 Compensation policy in favor of the other party.

17 12. AUDITS AND REVIEW

18 The CONTRACTOR shall, upon reasonable advanced notice and at a time that is mutually agreed
19 to during business hours, and as often as the COUNTY may deem necessary, make available to the
20 COUNTY for review all of its records and data with respect to the matters covered by this Agreement. The
21 CONTRACTOR shall, upon request by the COUNTY, permit the COUNTY to audit and review all of such
22 records and data necessary to ensure CONTRACTOR'S compliance with the terms of this Agreement.

23 If this Agreement exceeds ten thousand dollars (\$10,000.00), CONTRACTOR shall be subject to
24 the review and audit of the California State Auditor for a period of three (3) years after final payment under
25 contract (Government Code Section 8546.7).

26 13. CONFIDENTIALITY

27 All services performed by CONTRACTOR under this Agreement shall be in strict conformance with
28 all applicable Federal, State of California and/or local laws and regulations relating to confidentiality.

1 14. NON-DISCRIMINATION

2 During the performance of this Agreement, CONTRACTOR shall not unlawfully discriminate against
3 any employee or applicant for employment, or recipient of services, because of race, religious creed, color,
4 national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital
5 status, sex, gender, gender identity, gender expression, age, sexual orientation, military status or veteran
6 status pursuant to all applicable State of California and Federal statutes and regulation.

7 15. NOTICES

8 The persons and their addresses having authority to give and receive notices under this Agreement
9 include the following:

10 COUNTY
11 COUNTY OF FRESNO

12 Director, Department of Public Health
13 PO Box 11867
14 Fresno, CA 93775

10 CONTRACTOR

11 The Regents of the University of California,
12 San Francisco
13 Alexis Cobbins
14 Illinois Street, Flr 9 Box 2930
15 San Francisco, CA 94143

16 All notices between the COUNTY and CONTRACTOR provided for or permitted under this
17 Agreement must be in writing and delivered either by personal service, by first-class United States mail, by
18 an overnight commercial courier service, or by telephonic facsimile transmission. A notice delivered by
19 personal service is effective upon service to the recipient. A notice delivered by first-class United States
20 mail is effective three COUNTY business days after deposit in the United States mail, postage prepaid,
21 addressed to the recipient. A notice delivered by an overnight commercial courier service is effective one
22 COUNTY business day after deposit with the overnight commercial courier service, delivery fees prepaid,
23 with delivery instructions given for next day delivery, addressed to the recipient. A notice delivered by
24 telephonic facsimile is effective when transmission to the recipient is completed (but, if such transmission is
25 completed outside of COUNTY business hours, then such delivery shall be deemed to be effective at the
26 next beginning of a COUNTY business day), provided that the sender maintains a machine record of the
27 completed transmission. For all claims arising out of or related to this Agreement, nothing in this section
28 establishes, waives, or modifies any claims presentation requirements or procedures provided by law,
including but not limited to the Government Claims Act (Division 3.6 of Title 1 of the Government Code,
beginning with section 810).

1 16. GOVERNING LAW

2 Venue for any action arising out of or related to this Agreement shall only be in San Francisco,
3 California.

4 The rights and obligations of the parties and all interpretation and performance of this Agreement
5 shall be governed in all respects by the laws of the State of California.

6 17. COPYRIGHT PROVISIONS

7 A. Unless otherwise provided, all Deliverables, as described in Section 17.B. below,
8 produced under the direct performance of this Agreement shall be owned by the COUNTY. The COUNTY
9 shall be considered the owner of such Deliverables.

10 B. “Deliverables” means all items in any format developed by CONTRACTOR pursuant
11 to this Agreement and includes, but is not limited to, reports, documents, surveys, and studies.

12 C. Any and all data, materials, technology, inventions, discoveries, and tangible
13 research products developed by CONTRACTOR under this Agreement is provided “as is” and
14 CONTRACTOR makes no warranties, express, implied or statutory, and expressly disclaims any and all
15 implied warranties of merchantability, fitness for a particular purpose, title and noninfringement.

16 D. For the avoidance of doubt, ownership of inventions, discoveries, works of
17 authorship and other developments existing as of the effective date of this Agreement, software and all
18 patents, copyrights, trade secret rights and other intellectual property rights therein (collectively,
19 “Preexisting Intellectual Property”), is not affected by this Agreement, and neither party shall have any
20 claims to or rights in any Pre-existing Intellectual Property of the CONTRACTOR. For clarity, the Voices for
21 Birth Justice brand is CONTRACTOR’s pre-existing IP.

22 E. Notwithstanding the foregoing, CONTRACTOR shall retain the right to use
23 Deliverables for its own internal, non-commercial, research and educational purposes and for publication.

24 18. ELECTRONIC SIGNATURE

25 The parties agree that this Agreement may be executed by electronic signature as provided in this
26 section. An “electronic signature” means any symbol or process intended by an individual signing this
27 Agreement to represent their signature, including but not limited to (1) a digital signature; (2) a faxed
28 version of an original handwritten signature; or (3) an electronically scanned and transmitted (for example

1 by PDF document) of a handwritten signature. Each electronic signature affixed or attached to this
2 Agreement (1) is deemed equivalent to a valid original handwritten signature of the person signing this
3 Agreement for all purposes, including but not limited to evidentiary proof in any administrative or judicial
4 proceeding, and (2) has the same force and effect as the valid original handwritten signature of that person.
5 The provisions of this section satisfy the requirements of Civil Code section 1633.5, subdivision (b), in the
6 Uniform Electronic Transaction Act (Civil Code, Division 3, Part 2, Title 2.5, beginning with section 1633.1).
7 Each party using a digital signature represents that it has undertaken and satisfied the requirements of
8 Government Code section 16.5, subdivision (a), paragraphs (1) through (5), and agrees that each other
9 party may rely upon that representation. This Agreement is not conditioned upon the parties conducting the
10 transactions under it by electronic means and either party may sign this Agreement with an original
11 handwritten signature.

12 19. ENTIRE AGREEMENT

13 This Agreement constitutes the entire agreement between the CONTRACTOR and COUNTY with
14 respect to the subject matter hereof and supersedes all previous Agreement negotiations, proposals,
15 commitments, writings, advertisements, publications, and understanding of any nature whatsoever unless
16 expressly included in this Agreement.

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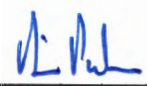
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IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first hereinabove written.

CONTRACTOR

COUNTY OF FRESNO

DocuSigned by:
Cynthia Palacios-Escobedo
04CC1ED576FA487



(Authorized Signature)
Cynthia Palacios-Escobedo
Contract Officer

Brian Pacheco, Chairman of the Board of Supervisors of the County of Fresno

Print Name & Title
490 Illinois Street, 4th Floor
San Francisco, CA 94143

ATTEST:
Bernice E. Seidel
Clerk of the Board of Supervisors
County of Fresno, State of California

Mailing Address

By: 
Deputy

FOR ACCOUNTING USE ONLY:

Fund: 0001
Subclass: 10000
ORG: 56201715
Account: 7295

1 **EXHIBIT A - STATEMENT OF WORK**

2

3

4 **Phase 1: Co-create the Voices Fresno campaign infrastructure in partnership with Fresno**

5 **community champions (Timeline: Sep. 1, 2021 – Nov. 30, 2021)**

6

7 1. CONTRACTOR shall:

- 8 a. In partnership with COUNTY, convene a Voices Fresno Community Champions
- 9 Workgroup (Workgroup) internal virtual kickoff event.
- 10 i. Facilitate two half-day virtual planning sessions with Workgroup.
- 11 ii. Facilitate discussion of the following items: goal setting, communications
- 12 (including channels, style and messaging) and events preferences, asset
- 13 mapping (for potential new community partnerships), and survey/evaluation
- 14 criteria and preferences.
- 15 iii. Provide virtual community organizing and outreach training to prepare
- 16 Workgroup to conduct virtual surveys and focus groups.
- 17 iv. Review and analyze data from planning sessions, focus groups, surveys and
- 18 other stakeholder conversations to create a place-based, community-level
- 19 campaign plan, and present the plan to the Workgroup and COUNTY.
- 20 v. Set criteria for Voices Fresno ambassadors, develop a short list of potential
- 21 ambassadors and work with Workgroup to recruit and secure ten (10)
- 22 ambassadors. Some Workgroup members may also serve as ambassadors.
- 23 b. Evaluate current levels of awareness of Black infant mortality and Black Infant Health
- 24 resources in Fresno to establish a baseline for measuring campaign impact.
- 25 i. In collaboration with the Workgroup, develop tools and methods (surveys,
- 26 focus groups, event/activity evaluation) to measure current and future
- 27 community awareness and perceptions of Black infant mortality, availability of
- 28 Black Infant Health resources and preferences for communications strategies

1 and tactics. The results will serve as the baseline from which CONTRACTOR
2 can measure impact at the end of the first year of the campaign.

- 3 ii. Evaluation tools will be distributed and responses will be collected through
4 COUNTY and Workgroup channels and networks. COUNTY's separate
5 advertising agreement with marketing firm, JP Marketing, will be used to assist
6 with boosting social media survey ads.

7 NOTE: The design of the evaluation tools and their dissemination/collection
8 approach is dependent upon the Workgroup preferences, outcome of the data
9 review and COVID safety guidelines.

- 10
11 c. Provide graphic support as needed for creating or customizing up to ten (10) designs
12 of various promotional or educational materials for planning sessions and internal
13 communications purposes.
- 14 i. These materials will include a PowerPoint presentation summarizing the
15 proposed campaign, sample campaign materials (brochures, facts sheets,
16 advertisements, billboard, infographics, sample website pages and Instagram
17 profiles of existing Voices Fresno) for community champions to react to.
- 18 ii. Presentation and materials will be customized with Fresno-specific data about
19 birth outcomes, demographics and resources as needed. Design support will
20 also include adjusting campaign materials based on community feedback.
- 21 d. Interview, photograph and film ten (10) Voices Fresno ambassadors during a full-day
22 photograph/filming session or two consecutive half-day sessions (depending on
23 ambassadors' availability, preferences and COVID safety guidelines). The interviews,
24 photographs and videos will be featured at the campaign launch event and
25 throughout the campaign. Ambassadors' family members may also be included in
26 photography and filming if they so choose.
- 27 i. Extend invitations and confirm ambassadors' attendance.
- 28 ii. Interview ambassadors during video shoot.

1 iii. Contract through CONTRACTOR'S Procurement system and manage a
2 photographer and a videographer to take still photos and shoot videos of the
3 ambassadors.

4 iv. Book studio and manage photo/video shoot logistics.

5
6 2. COUNTY shall:

7
8 a. Pay CONTRACTOR for cost of participation incentives for community champions,
9 ambassadors and survey/focus group participants.

10 b. Pay CONTRACTOR for all costs of the photo/filming session, including filming,
11 photography and studio costs as well as participant incentives (i.e., gift cards).

12 c. Pay CONTRACTOR for travel and lodging for two (2) of CONTRACTOR's staff
13 members, one (1) photographer and one (1) videographer for one night for the
14 photo/video shoot (to allow for an early morning set up time). If a qualified
15 photographer and videographer based in Fresno is contracted, travel and lodging will
16 not be needed.

17 d. Provide food vouchers for participants in the Workgroup kickoff.
18
19

20 **Phase 2: Campaign launch with virtual open mic/spoken word event - plan, promote and support**
21 **event launch and potential pre-event workshop (Dec. 1, 2021 – Feb. 28, 2022)**
22

23 NOTE: The design of the launch activities is dependent upon the Workgroup preferences, data from the
24 pre-launch evaluation described in Phase 1. While there is an existing spoken word scene in Fresno, the
25 workgroup may prefer a different format. Should this happen, CONTRACTOR will change the style of
26 the event accordingly but do that within the same staff hours and budget allocated for the launch.
27

28 1. CONTRACTOR shall:

- 1 a. Provide guidance on virtual event format based on learnings from the Voices Oakland
2 open mic/spoken word launch event, including how to engage with local spoken word
3 artists, vendor and swag strategy.
- 4 b. Provide suggested event schedule and script for emcees and other Voices Fresno
5 representative.
- 6 c. Create up to ten (10) unique designs of event promotional materials and educational
7 materials to be made available digitally at the virtual event, including items such as
8 posters, brochures, calendars, banners and promotional giveaways.
- 9 d. Contract through CONTRACTOR'S procurement system and manage a videographer
10 to create Voices Fresno campaign video (using clips from the advocate video shoot
11 that takes place in Phase 1) that will be debuted at the virtual launch event and used
12 as a signature piece throughout the campaign.
- 13 e. Promote event to COUNTY's partners and stakeholders via Voices and PTBi website,
14 social media, newsletters, as well as COUNTY and Workgroup channels.
- 15 f. Provide live social media coverage of the event via Voices and PTBi social media
16 channels.
- 17 g. Report on any social media and website results generated from the event such as
18 event attendance and metrics from social media videos and posts.
- 19 h. Convene monthly planning calls with the Workgroup to receive input and report on
20 progress.

21
22 2. COUNTY shall:

- 23 a. Pay CONTRACTOR for the cost of the videographer who will create the campaign
24 video.
- 25 b. Pay CONTRACTOR for virtual launch event production, including hiring a virtual
26 event production partner (i.e., Zoom consultant if deemed necessary), talent booking
27 (spoken word emcees and artists), photographer, coordinating community vendors,
28 catering, and printing and distribution of campaign materials post-event.

- c. Manage and fund through a separate COUNTY contract for pre-event promotion advertising with JP Marketing and provide media relations support.
- d. Leverage COUNTY networks to drive event participation.

Phase 3: Digital storytelling campaign and webinar (Mar. 1, 2022 – Dec. 31, 2022)

1. CONTRACTOR shall:

- a. Have Communications team develop and publish ten (10) long-form feature stories on the Voices website and social media – one for each of the ten (10) Fresno ambassadors, and one story per month for ten (10) months on the Voices website and social media channels.
 - i. Feature stories will be in written and social media video format (60 seconds each).
 - ii. Interwoven into each feature story will be discussion about facts, statistics and research findings about Black infant and maternal mortality and links to Black Infant Health Fresno resources.
- b. Have Communications team partner with JP Marketing to provide graphic design support for COUNTY’s paid promotion of Voices Fresno social media posts. Team to provide up to ten (10) unique designs of advertisements to support JP Marketing’s advertising efforts.
- c. Have Fresno Community Organizing Coordinator manage and activate Voices ambassadors, Workgroup and other partners to share feature stories with their networks.
- d. Deliver two (2) webinars related to improving Black birth outcomes in Fresno.
- e. Convene monthly workgroup calls to receive input and report on progress.
- f. Create and deliver report on any social media or website traffic results generated from Mar. 1, 2022 – Dec. 31, 2022.

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2. COUNTY shall:

- a. Facilitate and fund through a separate COUNTY contract for JP Marketing's advertising activities to promote Voices Fresno through print, digital/social and/or billboard campaigns.
- b. Provide media relations support including press releases, media outreach, interview coordination and coverage tracking. (CONTRACTOR can provide strategic counsel for these activities as needed).

Phase 4: Evaluation of campaign impact to date (Jan. 1, 2023 – Feb. 28, 2023)

CONTRACTOR shall:

- 1. Have Communications team provide one-year wrap up report on Fresno related website and social media results.
- 2. Have Community engagement team conduct public awareness survey to assess impact of campaign after one year of activity.
- 3. Have both teams provide Strength, Weakness, Opportunities and Threats (SWOT) Analysis and recommendations for any changes to strategy for year two of the campaign.

Program Director/Principal Investigator (Last, First, Middle): Cobbins, Alexis

DETAILED BUDGET FOR INITIAL BUDGET PERIOD DIRECT COSTS ONLY	FROM 09/01/21	THROUGH 02/28/23
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List PERSONNEL (Applicant organization only)
Use Cal, Acad, or Summer to Enter Months Devoted to Project
Enter Dollar Amounts Requested (omit cents) for Salary Requested and Fringe Benefits

NAME	ROLE ON PROJECT	Cal Mnth	Acad. Mnth	Summer Mnth	INST.BASE SALARY	SALARY REQUESTED	FRINGE BENEFITS	TOTAL
Alexis Cobbins	PD/PI	0.18				2,174	739	2,913
Apeles, Linda	Communications Director	1.44				15,776	6,626	22,402
Letts, Emily E	Communications Manager	1.80				13,475	5,660	19,135
Newman, Loren Ashley	Designer	2.70				17,536	7,365	24,901
Williams, Shanell L	Community Engagement Director	1.44				11,795	4,954	16,749
Jacob, Riya	Communications Assistant	0.36				2,144	900	3,044
Lao, Selina	Events Manager	0.36				2,375	998	3,373
Kendalyn Mack Franklin	Campaign Coordinator	7.20				33,164	13,929	47,093
SUBTOTALS →						98,439	41,171	139,610

CONSULTANT COSTS

EQUIPMENT *(Itemize)*

SUPPLIES *(Itemize by category)*

Project Supplies 2,896

TRAVEL

PTBi Community Engagement & Communications staff travel to Fresno 2,000
Travel to Photo/Video Shoot (2 UCSF staff members) 1,000 3,000

INPATIENT CARE COSTS

OUTPATIENT CARE COSTS

ALTERATIONS AND RENOVATIONS *(Itemize by category)*

OTHER EXPENSES *(Itemize by category)*

Data Network Recharge	699	
IT Field Services (ITFS) Desktop Support	913	
GAEL Insurance	801	
Photographer (ambassador profiles)	4,678	
Videographer/editor (Fresno profile videos and launch video)	11,500	
Freelance writers and transcribers	3,000	
Web designer/developer	500	
Web hosting	80	
Photo/video studio rental, catering and supplies for photo/video shoot	1,400	
Participation incentives for Community Champions/Ambassadors/Survey and Focus	15,000	
Production of Virtual Launch Event	7,000	45,571

CONSORTIUM/CONTRACTUAL COSTS	DIRECT COSTS
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SUBTOTAL DIRECT COSTS FOR INITIAL BUDGET PERIOD <i>(Item 7a, Face Page)</i>	\$191,077
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30% FACILITIES AND ADMINISTRATIVE COSTS	57,323
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TOTAL COSTS FOR INITIAL BUDGET PERIOD	\$248,400
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Certificate Of Completion

Envelope Id: C4E9ED3DFDC54E44B66DBEB81B5947A1	Status: Completed
Subject: Please DocuSign: Voices Fresno Agreement FINAL 11.01.21.pdf	
Source Envelope:	
Document Pages: 16	Signatures: 1
Certificate Pages: 1	Initials: 0
AutoNav: Disabled	Envelope Originator:
Enveloped Stamping: Disabled	Cynthia Palacios-Escobedo
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	1855 Folsom St
	Suite 566
	San Francisco, CA 94103
	cynthia.escobedo@ucsf.edu
	IP Address: 128.218.42.77


Record Tracking

Status: Original	Holder: Cynthia Palacios-Escobedo	Location: DocuSign
11/22/2021 1:02:46 PM	cynthia.escobedo@ucsf.edu	

Signer Events

Cynthia Palacios-Escobedo
 cynthia.escobedo@ucsf.edu
 Contract Officer
 The Regents of the University of California, San Francisco
 Security Level: Email, Account Authentication (Optional)
Electronic Record and Signature Disclosure:
 Not Offered via DocuSign

Signature

DocuSigned by:

 04CC1FD576EA487...
 Signature Adoption: Pre-selected Style
 Using IP Address: 128.218.42.77

Timestamp

Sent: 11/22/2021 1:03:14 PM
 Viewed: 11/22/2021 1:03:21 PM
 Signed: 11/22/2021 1:07:53 PM
 Freeform Signing

In Person Signer Events

Signature

Timestamp

Editor Delivery Events

Status

Timestamp

Agent Delivery Events

Status

Timestamp

Intermediary Delivery Events

Status

Timestamp

Certified Delivery Events

Status

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Carbon Copy Events

Status

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Witness Events

Signature

Timestamp

Notary Events

Signature

Timestamp

Envelope Summary Events

Status

Timestamps

Envelope Sent	Hashed/Encrypted	11/22/2021 1:03:15 PM
Certified Delivered	Security Checked	11/22/2021 1:03:21 PM
Signing Complete	Security Checked	11/22/2021 1:07:53 PM
Completed	Security Checked	11/22/2021 1:07:53 PM

Payment Events

Status

Timestamps