



MEMORANDUM

Date: August 11, 2020

To: The Honorable Chairman and Members
Pima County Board of Supervisors

From: C.H. Huckelberry
County Administrator

Re: **Transferring Information to Public Action Related to COVID-19**

As part of the Pima County Back to Business Program, a Community Updates Subcommittee was formed to develop and disseminate messaging and information to area residents and visitors about public health directives, measures and guidelines to ensure public health and facilitate the reopening phase of COVID-19 economic recovery.

The Subcommittee has worked in conjunction with the County's consultants, Hilton & Myers Advertising, NuPOINT Marketing, REA Communications Ltd., and the Communications Department to develop a clear, concise, positive advertising campaign, which stresses that:

- This community is a safe place to do business together;
- We take our health and well-being seriously by following science-based practices to stop the spread of COVID-19;
- Pima County is the voice of authority and central place to go to for latest information and regulations; and
- Pima County is open for business in a safe and phased manner.

The campaign is designed to reward and recognize businesses for adopting and following the minimum public health pandemic protective measures adopted by the Board of Supervisors; and that the public when it sees icons, badges, or graphics associated with this campaign will know at a glance that a business they're about to enter takes their health and wellbeing seriously and is following these minimum standards.

It is important to note that each element of the campaign was provided in both Spanish and English languages. In addition, it is also important to recognize that this report summarizes what have primarily been the paid media efforts. A significant amount of public health and business related information including check lists and collateral material designed to be easily downloaded for private use have been and will continue to be available to all.

The attached Campaign Summary reviews the paid public information campaign efforts to date. It provides a review of the advertising purchased on cable and broadcast television, radio and streaming audio, print media, billboards and buses, and digital media (i.e. Facebook). The actual ads are accessible through the following links:

The Honorable Chairman and Members, Pima County Board of Supervisors
Re: **Transferring Information to Public Action Related to COVID-19**
August 11, 2020
Page 2

We Pledge English:

<https://youtu.be/SWgqPnq4Ib4>

We Pledge Spanish

<https://youtu.be/1CouJsjG100>

<https://youtu.be/x6GgoJsn7gM>

Ready For You B2B Spanish

<https://youtu.be/SWgqPnq4Ib4>

Ready For You B2B English

<https://youtu.be/OTynKgxHzss>

Ready For You Resilient English

<https://youtu.be/qgaBy1INc38>

Ready For You Resilient Spanish

<https://youtu.be/jYNhXhdDOc4>

To best understand the impact of the report provided, it is important to understand the meaning of GRP. The acronym stands for Gross Rating Points or the percent of the audience reached x the frequency or the number of times an individual saw the ad. The higher the GRP, the greater the number of individuals who saw the ad a greater number of times.

The current paid campaign is scheduled to continue through the end of this month. The message and duration of the campaign may be adjusted in response to the public health environment related to the pandemic. Should there still be a need to message to the public and assist local businesses, the paid campaign may be continued.

CHH/lab

Attachment

c: Jan Leshar, Chief Deputy County Administrator
Francisco García, MD, MPH, Deputy County Administrator and Chief Medical Officer,
Health and Community Services
Terry Cullen, MD, MS, Public Health Director – Health Department
Mark Evans, Director, Communications Office
Jose Merino, Brand & Graphics Service Manager, Communications Office

H&M

HILTONANDMYERS
ADVERTISING, INC.





CAMPAIGN SUMMARY

Flight Dates: 7/1 - 8/30

GEO TARGETING:

Tucson DMA

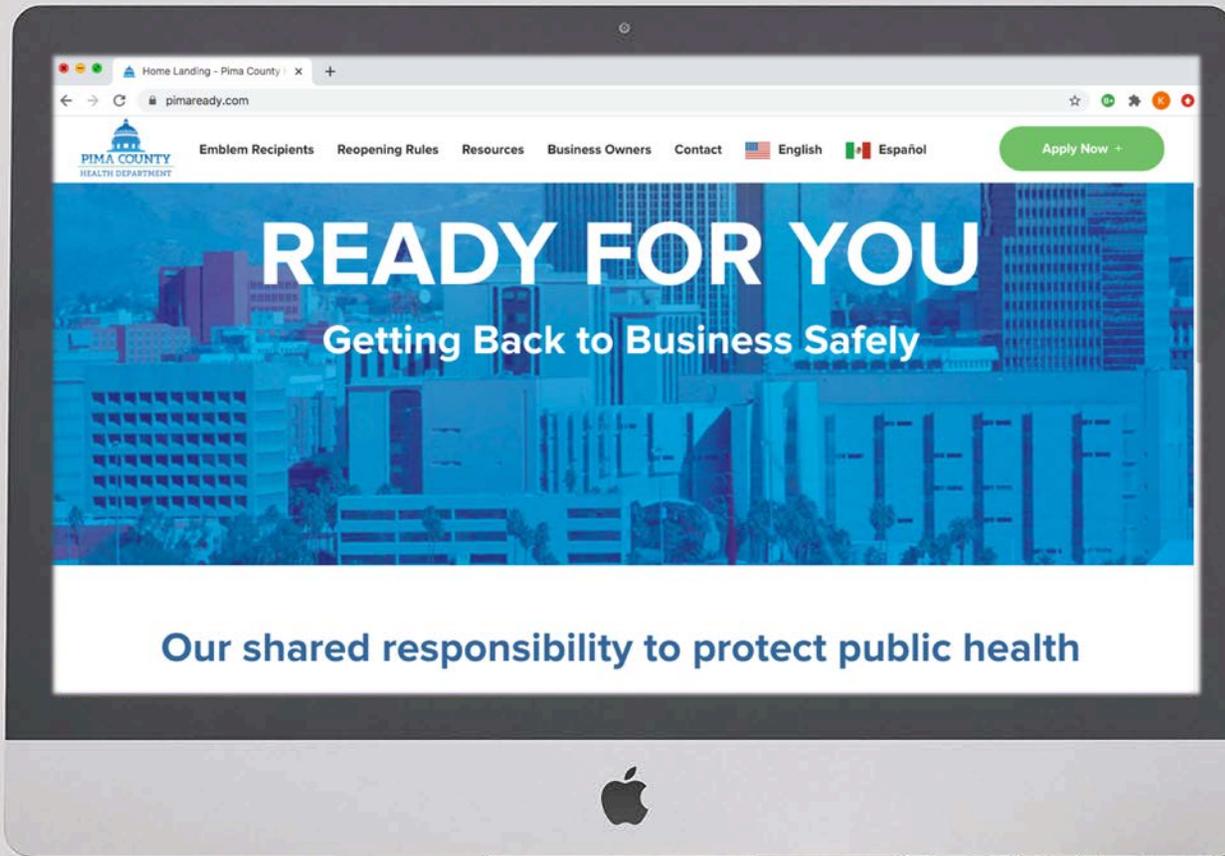
DEMO TARGETING:

Adults 21-64

GOALS:

Create awareness of Ready for You program among consumers and local businesses

Increase consumer confidence



ELECTRONIC MEDIA

CABLE TV

Flight Dates: 7/1 - 8/16
386.3 GRPs

BROADCAST TV

Flight Dates: 7/1 - 8/16
860.1 GRPs
Reach: 81.6% Frequency: 13.2

TERRESTRIAL RADIO

Flight Dates: 7/1 - 8/2
720.8 GRPs
Reach: 64.9% Frequency: 11.1

STREAMING AUDIO

Flight Dates: 7/9 - 8/23
794,166 Impressions

TELEVISION

Cable TV and Broadcast

Back to Business TV :30



TELEVISION

Cable TV and Broadcast

Doing Our Part TV :30



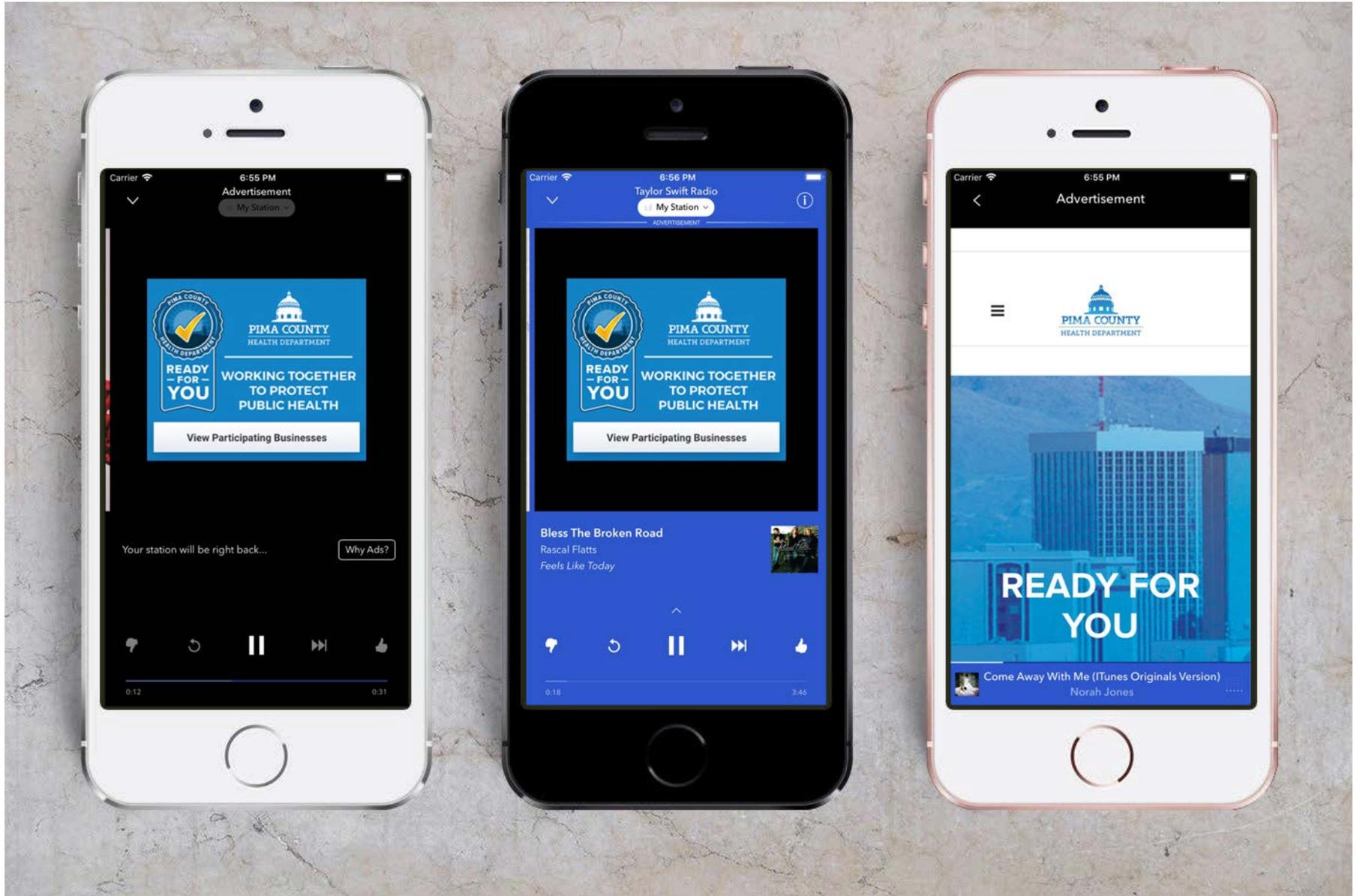
TELEVISION

Cable TV and Broadcast

I Pledge TV :30



STREAMING AUDIO



PRINT MEDIA

AZ DAILY STAR

Flight Dates: 7/5 - 8/9

6x Sunday Strip Ads

Front Page of Tucson Business Section

Circulation: 70,000

THIS IS TUCSON

Flight Dates: 7/6 - 8/2

Sponsored Story (1)

Eat + Drink Newsletter Ad (3)

INSIDE TUCSON BUSINESS

Flight Dates: 7/17 & 7/31

½ Page Full Color Ad

Total Circulation: 5,000

TUCSON LIFESTYLE

August Issue / Email Blast

Full Page, Full Color Ad

Total Circulation: 30,000

PRINT MEDIA

Arizona Daily Star | Tucson.com

BUSINESS

WEDNESDAY, JULY 22, 2020 | SECTION 3
 Editor: Virginia R. Condit | Business@tucson.com



The 'Flah' is a development on the corner of 10th Avenue and 10th Street in Tucson that will include housing, retail and office space. Previously homes to Flah TV & Appliances Store, the project seeks to prepare for the building's reopening.

Apartment development brings new life to old store

It's been decades since the town saw any of the old Flah TV & Appliances Store built up on 10th Avenue and south of downtown Tucson. But if all goes according to plan, by the end of the year, it will have brought back a new life to the old store. The new small and office spaces with a modern market-rate apartment.

Appropriately named "The Flah," the project by Central Basin Development and Maxwell (M&M) will encompass three properties along 10th Avenue near 10th Street.

"The Flah is the project to central Basin Development and Maxwell (M&M) will encompass three properties along 10th Avenue near 10th Street.

"The Flah is the project to central Basin Development and Maxwell (M&M) will encompass three properties along 10th Avenue near 10th Street.

Unemployment fraud growing in Arizona, slows needed payments

By Tom Ichniowski
 The number of unemployment claims filed in Arizona last week rose to 10,000, a significant increase from the previous week. The rise in claims is a sign that the state's economy is still struggling to recover from the impact of the COVID-19 pandemic.

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HELPING BUSINESSES BE READY FOR YOU

Pima County Health Department is working with businesses to provide greater protection from COVID-19. Using State and CDC guidelines, we've established the Ready for You program. It's the standard for restaurants, bars, pools, and tourist attractions to follow to reduce the risk of infection.

For a list of participating businesses visit **PIMAREADY.COM**

Despite all efforts, high risk groups should continue to minimize public exposure.

INSIDETUCSONBUSINESS.COM

Hoffman and Darcy have announced an additional \$570 million in funding for the schools. The plan includes \$200 million to help districts bolster their remote learning capacity, and protect against any budget shortfalls next year.

An additional \$40 million will be put toward expanding broadband connectivity in rural communities, where students have no opportunity to access online instruction at home. Specifically, \$28.6 million will be spent on broadband conduit and fiber on Interstate 17 from Sunset Point to Flagstaff, and is expected to be completed by the end of 2021. Similarly, broadband conduit and fiber will be installed along Interstate 19 from

Tucson to Nogales. Another \$20 million will be disbursed through Acceleration Academy Grants intended for "high-need" schools. These dollars will bring in math and reading specialists, paraprofessionals and other types of support for students in need of extra help.

Eligibility for the grants will be based on "indicators of academic need and accessibility to resources developed in partnership with the Arizona Department of Education," the release states.

Districts and charters can apply for the one-time funding to support their existing teaching staff through contracted services and training. Once selected, schools will be able to begin the

contracts immediately. Additional funding will go toward addressing the teacher shortage in Arizona.

Tucson Unified School District announced earlier this month it will launch online classes for all students starting Aug. 10, with teachers providing remote instruction via laptops.

In order to avoid losing state funding, TUSD schools will open on Aug. 17 for any student who wants to attend class in person. However, students will be in "learning spaces" where they will do the same distance learning program that students who remain home will experience. Instead of teachers in the classroom, there will be monitors to keep an eye on the stu-



dents who are in the room completing their studies on their computers.

As part of the plan, all TUSD families will receive laptops.

Other school districts are developing similar plans. For example, the Amphi School District voted earlier this month to offer two options for students: in-person instruction and Amphi Academy Online. But all students will start the school year remotely at Aug. 10, with in-person instruction beginning "when it is safe to do so," according to the district's website notes.

"Based on COVID case rates and White House and Centers for Disease Control guidelines, it is unlikely they will open before Labor Day."

However, with the state now mandating that Amphi will have to have some in-school accommodations for students by Aug. 17, Amphi may have to revise that plan.

Likewise, the Marana School District plans to start remote learning via online lessons on Aug. 5. The district plans to continue online lessons until Aug. 17 "or until the district can safely return to in-person instruction."

MUSD plans to update its website as details develop.



The main building of the Flah development, south of downtown Tucson, will be a 10-story apartment and office building. It is expected to open by November or December.

Spanish Trail Pet Clinic adds vet
 Dr. Spencer leads forward

Change being extension
 Dr. Spencer leads forward



PIMA COUNTY HEALTH DEPARTMENT

HELPING BUSINESSES BE READY FOR YOU

For a list of participating businesses visit **PIMAREADY.COM**

PIMA COUNTY HEALTH DEPARTMENT

HELPING BUSINESSES BE READY FOR YOU

For a list of participating businesses visit **PIMAREADY.COM**

PIMA COUNTY HEALTH DEPARTMENT

Despite all efforts, high risk groups should continue to minimize public exposure.

OUT OF HOME MEDIA

CLEAR CHANNEL OUTDOOR

Flight Dates: 7/20 - 8/30
Bulletin (1) and Posters (4)
Total Impressions: 1,030,515

LAMAR - BUS ADVERTISING

Flight Dates: 7/20 - 8/30
Kong (10) and SuperTail (10)
Total Impressions: 2,135,826

OUT OF HOME MEDIA



DIGITAL MEDIA

FACEBOOK/INSTAGRAM

Flight Dates: 7/15 - 8/30
Total Impressions: 396,722

PROGRAMMATIC DISPLAY

Flight Dates: 7/15 - 8/30
Total Impressions: 416,000

YOUTUBE

Flight Dates: 7/15 - 8/30
Total Completed Views: 27,000

DIGITAL MEDIA

Facebook



A screenshot of a Facebook post from the Pima County Health Department. The post is sponsored and features a photo of a woman in a grey apron and white face mask standing behind a glass door. A blue 'READY FOR YOU' emblem is visible on the door. The text of the post reads: 'Pima County Health Department is helping businesses be "Ready for You". Look for the emblem at participating businesses.' Below the photo, the website 'PIMAREADY.COM' is listed, along with the text 'Ready for You' and 'Getting Back to Business Safely'. A 'Learn More' button is present. At the bottom, there are icons for 'Like', 'Comment', and 'Share'.

Instagram

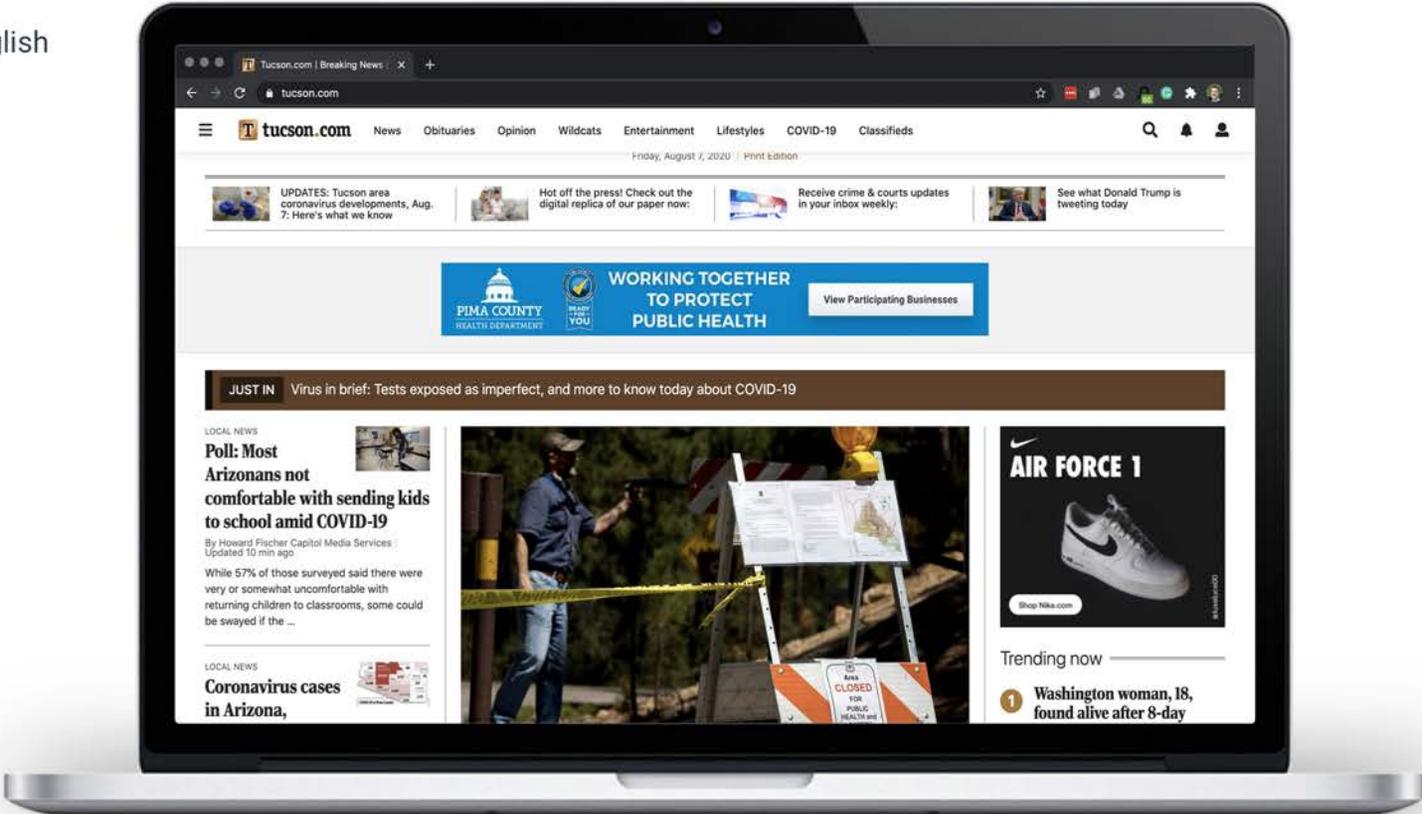


A screenshot of an Instagram post from the Pima County Health Department. The main image shows a woman in a grey apron and white face mask standing behind a glass door with a 'READY FOR YOU' emblem. The caption reads: 'Pima County Health Department is helping businesses be "Ready for You". Look for the emblem at participating businesses.' The post is timestamped '2m' and includes icons for 'Like', 'Comment', and 'Bookmark'. A 'Log in to like or comment.' prompt is visible at the bottom.

DIGITAL MEDIA

Programmatic Display

Client: Pima County
Ad Set: Back to Business English
Website: tucson.com



728x90

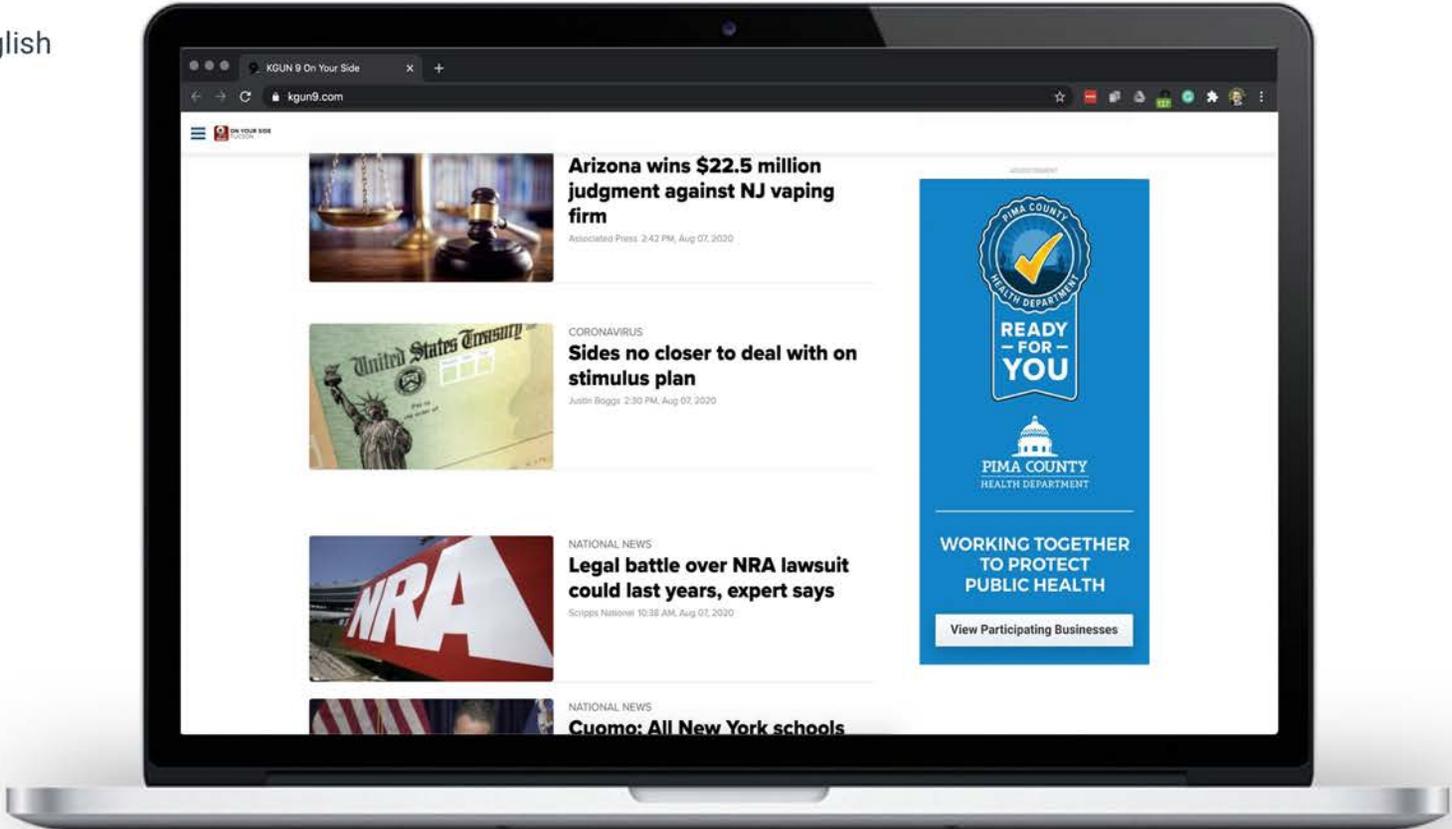
DIGITAL MEDIA

Programmatic Display

Client: Pima County

Ad Set: Back to Business English

Website: kgun9.com



300x600

SPANISH LANGUAGE MEDIA

BROADCAST TV

Flight Dates: 7/1 - 8/16

327.7 GRPs

618 Spots

BROADCAST RADIO

Flight Dates: 7/1 - 8/9

167.3 GRPs

605 Spots

CLEAR CHANNEL OUTDOOR

Flight Dates: 7/20 - 8/30

Posters (4)

Total Impressions: 963,159

AZ BILINGUAL

July and August

½ Page Ads

Facebook Posts

DIGITAL

Flight Dates: 7/1 - 8/30

Facebook/Instagram, Programmatic Display, YouTube

Total Impressions: 252,200

SPANISH TELEVISION

Broadcast TV

Back to Business Spanish TV :30



SPANISH TELEVISION

Broadcast TV

Doing Our Part Spanish TV :30



SPANISH TELEVISION

Broadcast TV

I Pledge Spanish TV :30



SPANISH TELEVISION

Broadcast TV

I Pledge Version 2 Spanish TV :30



SPANISH OUT OF HOME

Clear Channel Outdoor



SPANISH PRINT

AZ Bilingual

The Best Of Two Worlds / Arizona Bilingual Newspaper / July 2020 | 35

Paid Advertisement

Vota Por un Demócrata
Como veterano, abogado,
y propietario de pequeñas empresas, pondré
mi experiencia al servicio de todas las familias
del Sur de Arizona.

“¡Unidos vamos a
PERSEVERAR!”

LUIS PARRA
ARIZONA STATE REPRESENTATIVE

www.parraforazstatehouse.com

Paid for and Authorized by Luis Parra for AZ State House



**EL CONDADO PIMA:
LISTO PARA SERVIR**

Los negocios en Arizona oficialmente pueden abrir sus puertas, y el condado Pima colabora con empresas locales para dar una mayor protección al público en contra del COVID-19. Utilizando las pautas estatales y del Centro de Control de Enfermedades se estableció el programa *Listo Para Servir*. Dicho programa establece guías y recomendaciones para reducir el riesgo de infección.

A pesar de todos estos esfuerzos, se recomienda a los grupos de alto riesgo continuar en aislamiento.

Para una lista de empresas visite la página
PIMAREADY.COM

PIMA COUNTY
HEALTH DEPARTMENT

Arizona Bilingual Newspaper
August 4 at 1:59 PM · 🌐

¿Es dueño de un restaurante o bar? Haga la promesa de "Listo para Servir" y ayude a prevenir la propagación de COVID-19. Visite pimaready.com para obtener más información.

Do you own a restaurant or bar? Make the promise of Ready to Serve and help prevent the spread of COVID-19. Visit pimaready.com for more information.

⚙️ · Hide original · Rate this translation



👍 4 1 Share

👍 Like 💬 Comment ➦ Share

SPANISH DIGITAL MEDIA

Facebook



A screenshot of a Facebook post from the Pima County Health Department. The post features a photo of a woman wearing a face mask and an apron, standing behind a glass door with a 'LISTO PARA SERVIR' (Ready to Serve) sign. The text of the post is in Spanish, stating that the county offers support to businesses that are 'ready to serve' and encourages users to look for the emblem in participating businesses. The post includes a 'See Translation' link, the website 'PIMAREADY.COM', and a 'Learn More' button.

Pima County Health Department
Written by LumenAd [?] · 11h · 🌐

El Condado Pima ofrece apoyo a las empresas que "están listas para servir". Busque el emblema en los negocios participantes.

[See Translation](#)



PIMAREADY.COM
Listo Para Servir
Reabriendo negocios de forma segura [Learn More](#)

Instagram



A screenshot of an Instagram post from the Pima County Health Department. The post features the same photo of the woman behind the door with the 'LISTO PARA SERVIR' sign. The text of the post is in Spanish, identical to the Facebook post. The Instagram interface shows the post was made 11 hours ago and includes icons for likes, comments, and a bookmark.

Pima County Health Department

El Condado Pima ofrece apoyo a las empresas que "están listas para servir". Busque el emblema en los negocios participantes.

11h

11 HOURS AGO

[Log in](#) to like or comment.

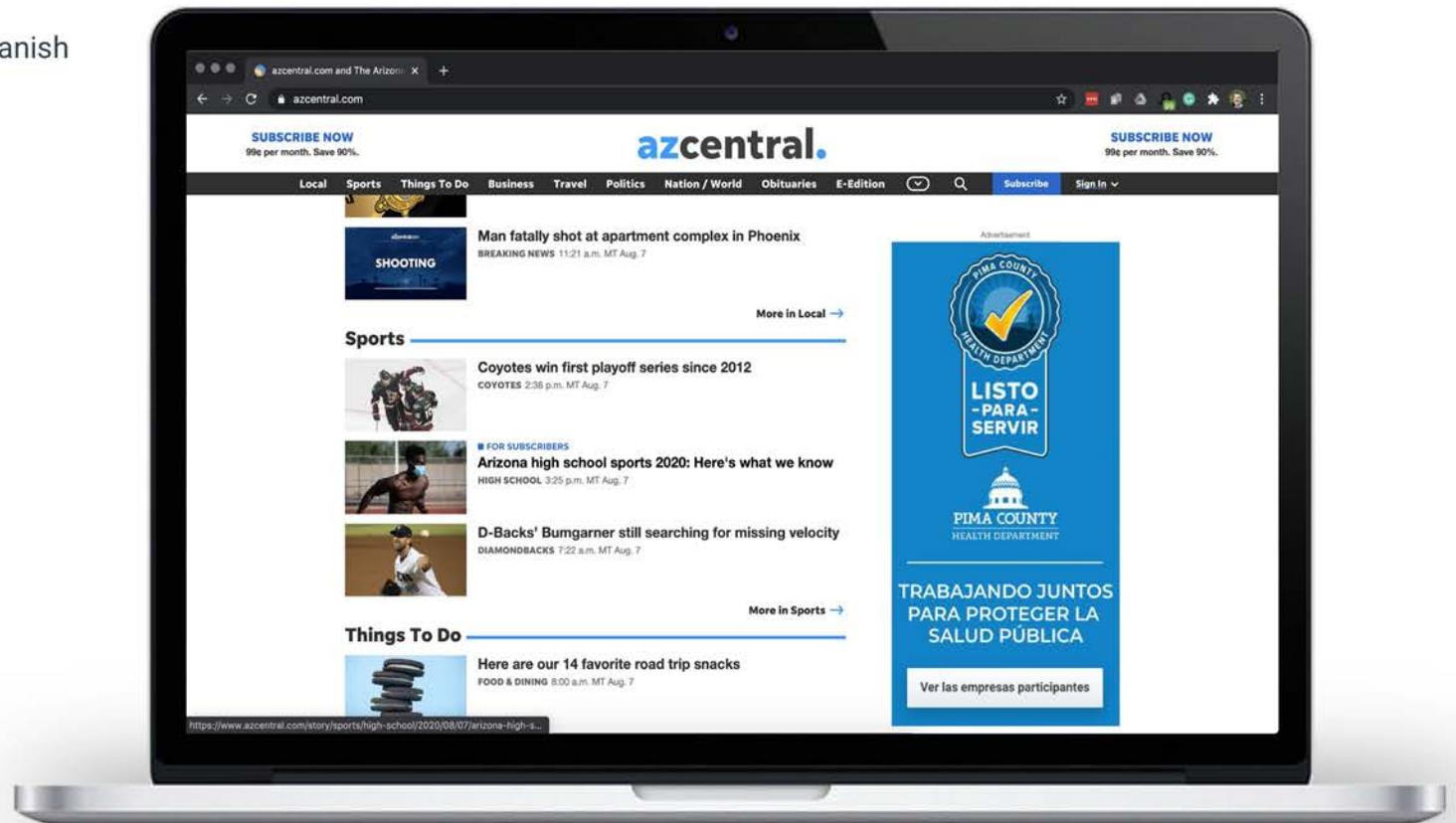
SPANISH DIGITAL MEDIA

Programmatic Display

Client: Pima County

Ad Set: Back to Business Spanish

Website: azcentral.com



300x600

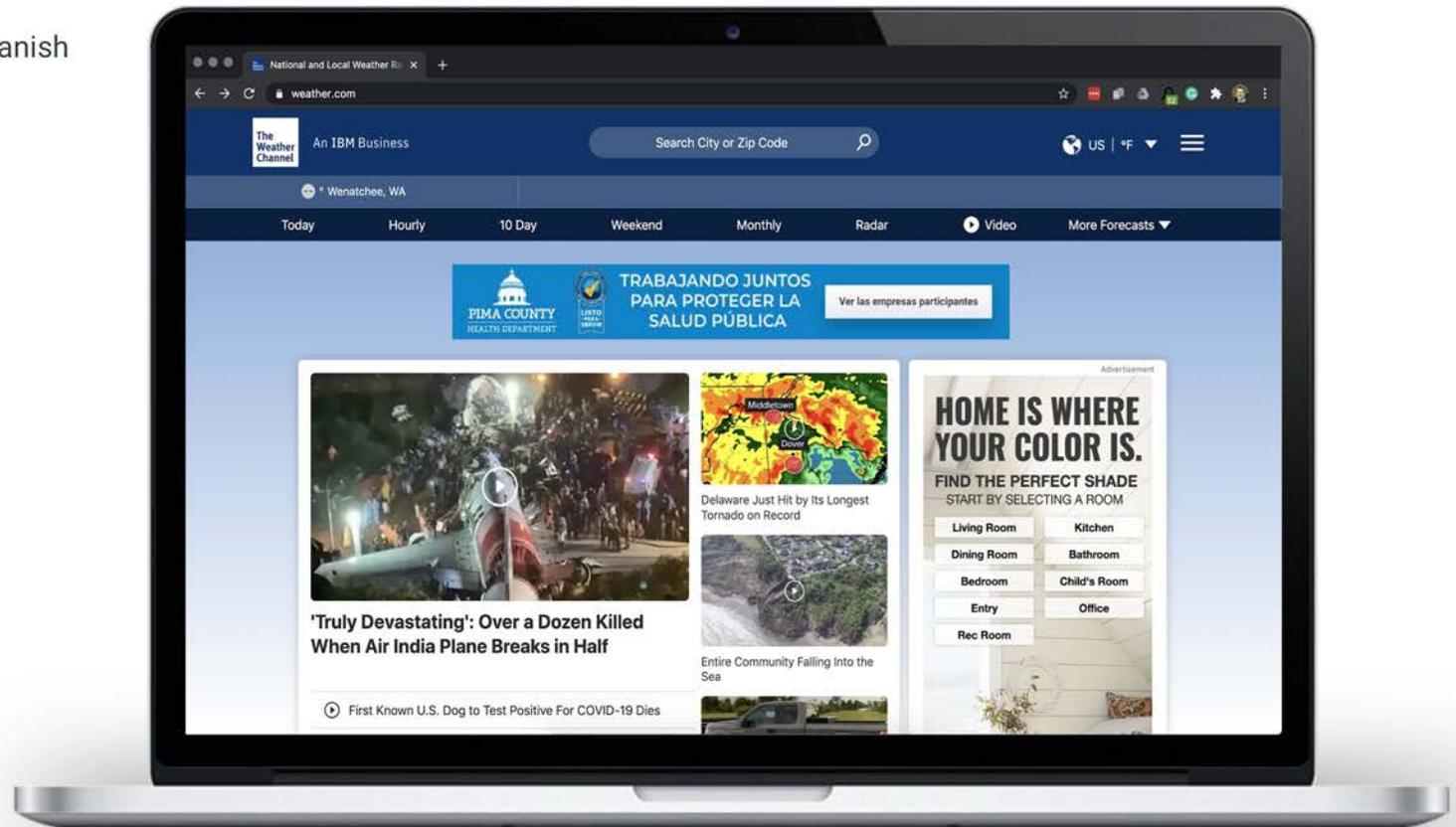
SPANISH DIGITAL MEDIA

Programmatic Display

Client: Pima County

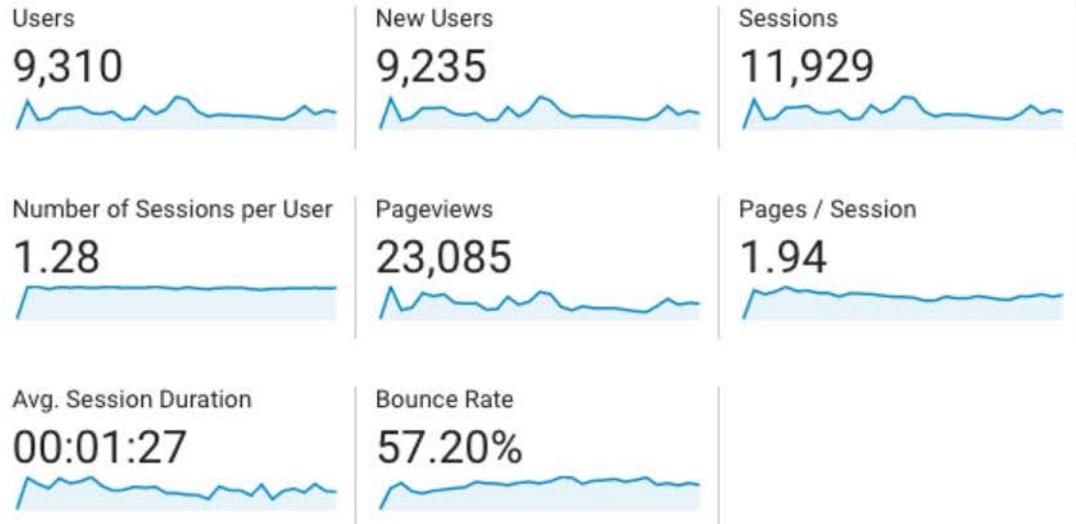
Ad Set: Back to Business Spanish

Website: weather.com

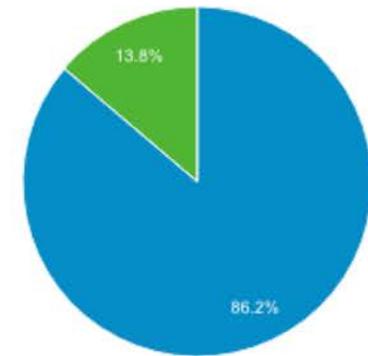


728x90

CAMPAIGN PERFORMANCE



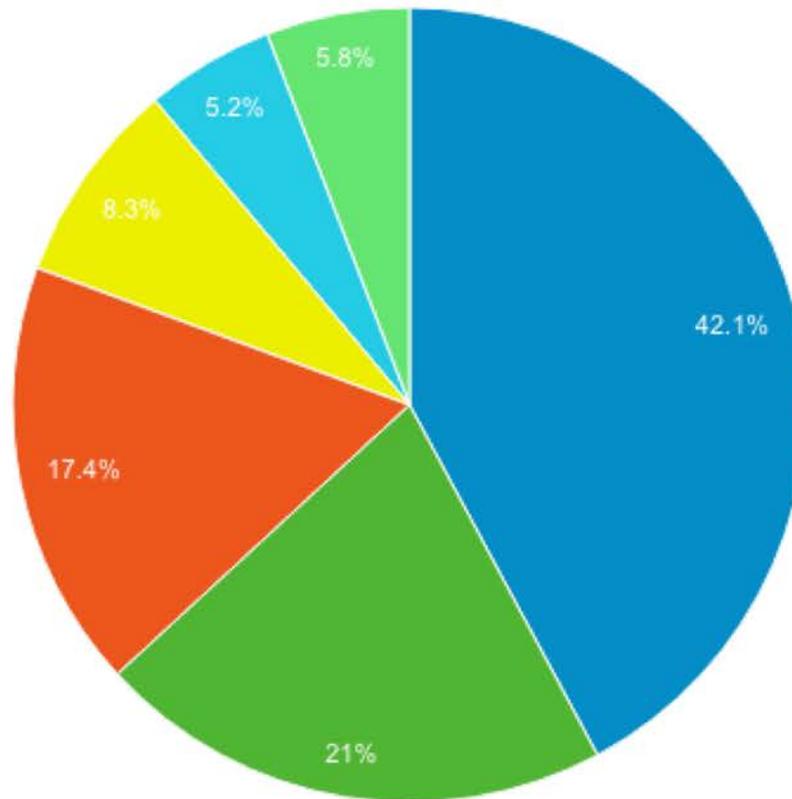
■ New Visitor ■ Returning Visitor

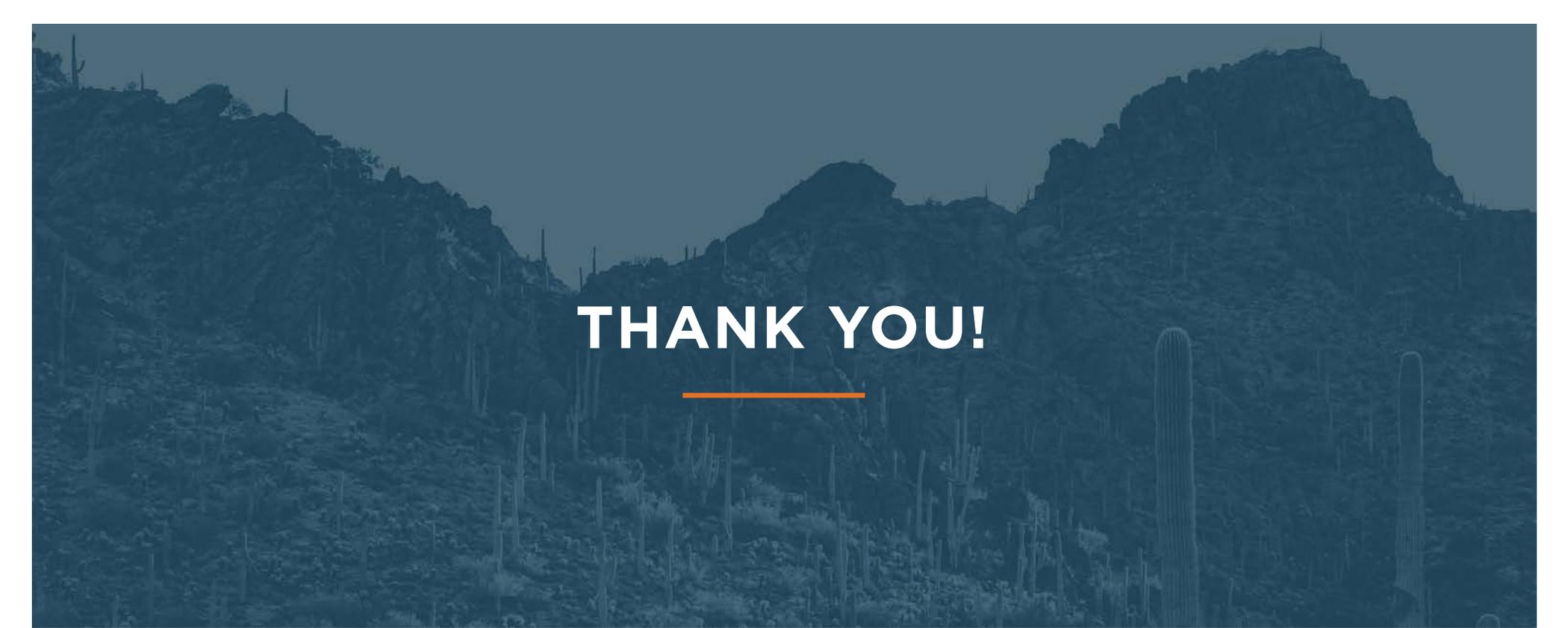


CAMPAIGN PERFORMANCE

Acquisition by Channel

■ Direct ■ Social ■ Referral ■ Organic Search ■ Display ■ Other





THANK YOU!



 520.881.4550

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 hiltonmyersadv.com