

County of Santa Clara
Office of the County Executive

**County Government Center, East Wing
Eleventh Floor – East Wing
70 West Hedding Street
San Jose, California 95110**



DATE: August 31, 2021

TO: Honorable Members of the Board of Supervisors
Jeffrey V. Smith, M.D., J.D., County Executive

FROM: Betty Duong, Program Manager III

**SUBJECT: Under Advisement from August 17, 2021 (Item No. 13): COVID-19
Communications, Outreach, and Engagement Partners Off Agenda
Report**

On August 17, 2021 (Item No. 13), the Board of Supervisors (BOS) received the report from the Public Health Officer and Administration relating to the status of COVID-19 in Santa Clara County. At the request of Supervisor Chavez, the BOS directed Administration to provide an off-agenda report listing all County COVID-19 related communications, engagement, and outreach partners.

Attachment A to this off-agenda report provides the requested information, listing community-based organizations, non-profit organizations, local businesses, and media outlets contracted by the County to disseminate COVID-19 related information, resources, and updates to county residents.

cc: Miguel Marquez, Chief Operating Officer
James R. Williams, County Counsel
Tiffany Lennear, Acting Clerk of the Board of Supervisors
Chief Board Aides
Erica Kelly, Principal Budget & Policy Analyst
Agenda Review Coordinators

ATTACHMENT A

MEDIA OUTLETS					
	Vendor	Description	Target Audience	Language(s)	Geographic Range
1	Alianza	Print (newspaper), Radio, and Digital	LatinX households	Spanish	County-wide, Bay Area
2	Eastside Magazine	Print (magazine) and Digital	LatinX households	Spanish	95127, 95116, 95122, 95121, 95148, 95112
3	Pacific Printing	Printed Mailers	LatinX, Vietnamese, English households	English, Spanish, Vietnamese	95111, 95112, 95117, 95121, 95126, 95133, 95037, 95122, 95116, 95127, 95020
4	RadioLazer	Radio	LatinX households	Spanish	Countywide, Bay Area
5	Area Grande Magazine	Print (magazine) and Digital	LatinX households	Spanish	Countywide, Bay Area
6	Univision	TV, Radio, and Digital	LatinX households	Spanish	Countywide, Bay Area
7	NBC Universal (Bay Area/ Sports/Telemundo)	TV	LatinX, Filipino, All SCC households	English, Spanish, Tagalog	Countywide, Bay Area
8	El Observador	Print and Digital	LatinX households	Spanish	Countywide, Bay Area
9	Crossings TV	TV	Filipino households	Tagalog	Countywide, Bay Area
10	The Filipino Channel	TV	Filipino households	Tagalog	Countywide, Bay Area
11	Net Viet	TV	Vietnamese households	Vietnamese	Countywide
12	VieTV Network	TV	Vietnamese households	Vietnamese	Countywide
13	Vietoday	TV	Vietnamese households	Vietnamese	Countywide
14	Hot News 1500	Radio	Vietnamese households	Vietnamese	Countywide

15	Dan Sinh	Radio	Vietnamese households	Vietnamese	Countywide
16	Tieng Mo Bac Cali	Radio	Vietnamese households	Vietnamese	Countywide
17	Viet Nam Bac Cali	Radio	Vietnamese households	Vietnamese	Countywide
18	Crosby	TV, Grassroots out of home marketing, branded County campaign	English speaking audience	English	Countywide
19	Audacy 95.7 The Game	Radio and Digital	All SCC households	English	Countywide
20	In-Language Radio	Radio	Chinese, Vietnamese households	Chinese, Vietnamese	Countywide
21	AdQuick	OOH Units, Geofence Retargeting	All SCC households	English, Spanish, Tagalog, Chinese, Vietnamese	Countywide
22	Storefront Political	Geofence, Social Media	All SCC households	English, Spanish, Tagalog, Chinese, Vietnamese	Countywide
23	CMPG USA	OOH Units	LatinX, Filipino, Chinese, Vietnamese households	Spanish, Tagalog, Chinese, Vietnamese	95020, 95122, 95127, 95116, 95125, 95110, 95014, 95111
24	Earthquakes	OOH (in stadium), Radio, Game Announcements,	All SCC households, LatinX	English, Spanish	95110 at PayPal Stadium

NON-PROFIT AND COMMUNITY BASED PARTNERS

	Vendor	Description	Target Audience	Language(s)	Geographic Range
1	Asian Law Alliance	Nonprofit Outreach Partner	Clients and Followers	English, Chinese, Spanish, Tagalog, Vietnamese	Countywide
2	Colectivo ALA	Nonprofit Outreach Partner	Clients and Followers	English, Spanish	Countywide
3	ConXion	Nonprofit Outreach Partner	Clients and Followers	English, Spanish	95127, 95116, 95122, 95121, 95148, 95112
4	Friends of Hue Foundation	Nonprofit Outreach Partner	Clients and Followers	English, Vietnamese	Countywide
5	ICAN	Nonprofit Outreach Partner	Clients and Followers	English, Vietnamese	Countywide
6	IRCC	Nonprofit Outreach Partner	Clients and Followers	English, Vietnamese	Countywide
7	Latinas Contra Cancer	Nonprofit Outreach Partner	Clients and Followers	English, Spanish	Countywide
8	Latinos United for a New America	Nonprofit Outreach Partner	Clients and Followers	English, Spanish	Countywide
9	San Jose/Silicon Valley NAACP	Nonprofit Outreach Partner	Clients and Followers	English	Countywide
10	Parents Helping Parents	Nonprofit Outreach Partner	Clients and Followers	English, Spanish	Countywide
11	Project MORE Foundation	Nonprofit Outreach Partner	Clients and Followers	English	Countywide
12	The LGBTQ Youth Space	Nonprofit Outreach Partner	Clients and Followers	English, Spanish	Countywide
13	Vietnamese American Roundtable	Nonprofit Outreach Partner	Clients and Followers	English, Vietnamese	Countywide
14	Ve Nguon Vietnamese Language School	Nonprofit Outreach Partner	Clients and Followers	English, Vietnamese	Countywide
15	African American Community Service Agency	Nonprofit Outreach Partner	Clients and Followers	English	Countywide
16	Business Circle LatinX	Nonprofit Outreach Partner	Clients and Followers	English, Spanish	95127, 95116, 95122, 95121, 95148, 95112

17	San Jose Taiko	Nonprofit Outreach Partner	Clients and Followers	English	Countywide
18	Korean American Community Services	Nonprofit Outreach Partner	Clients and Followers	English, Korean	Countywide
19	NAMI Santa Clara County	Nonprofit Outreach Partner	Clients and Followers	English, Chinese, Spanish, Tagalog, Vietnamese	Countywide
20	SIREN	Nonprofit Outreach Partner	Clients and Followers	English, Spanish	Countywide
21	SI SE PUEDE COLLECTIVE Amigos de Guadalupe Center for Justice and Empowerment Grail Family Services SOMOS Mayfair School of Arts and Culture at Mexican Heritage Plaza Veggielution	Nonprofit Outreach Partner	Clients and Followers	English, Spanish	95127, 95116, 95122, 95121, 95148, 95112

DIRECT ENGAGEMENT: COMMUNITY HEALTH AND BUSINESS ENGAGEMENT TEAM					
	Vendor	Description	Target Audience	Language(s)	Geographic Range
1	Community Solutions	Nonprofit Outreach Partner	Clients and Residents	English, Spanish	South County
2	Community Health Partnership	Nonprofit Outreach Partner	Clients and Residents	English, Spanish	95127, 95116, 95122, 95121, 95148, 95112
3	Groundworks Campaigns	Outreach Partner	Clients and Residents	English, Spanish	95127, 95116, 95122, 95121, 95148, 95112
4	SI SE PUEDE COLLECTIVE Amigos de Guadalupe Center for Justice and Empowerment Grail Family Services SOMOS Mayfair School of Arts and Culture at Mexican Heritage Plaza Veggielution	Nonprofit Outreach Partner	Clients and Residents	English, Spanish	95127, 95116, 95122, 95121, 95148, 95112
5	Roots Coalition Roots Community Health Center – Roots South Bay Clinic African American Community Service Agency African American Health Institute Ujima Adult and Family Services Unity Care	Nonprofit Outreach Partner	Clients and Residents	English	Countywide
6	Working Partnerships USA	Nonprofit Outreach Partner	Clients and Residents	English, Spanish, Vietnamese, Chinese, Tagalog, Hindi	Countywide