

**AMENDMENT NO. 7 TO COUNTY OF VENTURA CONTRACT NO. 8038 WITH
MOORE, IACOFANO, GOLTSMAN, INCORPORATED, FOR 3C-REN BRANDING AND
MARKETING SERVICES**

This “Amendment No. 7” is made and entered into by and between the County of Ventura (“County”) and Moore, Iacofano, Goltsman, Incorporated (“Contractor”), as of the last date written below, to amend that certain contract between County and Contractor, entered into August 1, 2019, for Tri-County Regional Energy Network’s (“3C-REN”) branding and marketing services (collectively, the “Contract”).

NOW, THEREFORE, the parties hereby agree as follows:

- 1. Contract term is January 1, 2025, through December 31, 2025.
- 2. Contract not to exceed amount is \$310,478 for January 1, 2025 through December 31, 2025.
- 3. Replace Exhibit 1 with the attached Exhibit A - 3C-REN Marketing Activities 2025.
- 4. All other terms and conditions remain the same.

IN WITNESS WHEREOF, the parties have duly executed this Amendment No. 7 on the last date written below.

COUNTY OF VENTURA

**MOORE, IACOFANO, GOLTSMAN,
INCORPORATED**

By: Justin Tapia

By: Daniel Iacofano

Name: Justin Tapia

Name: Daniel Iacofano

Title: Principal Buyer

Title: President & CEO

Date: December 23, 2024

Date: 12.17.24

Exhibit A



3C-REN Marketing Activities 2025 Scope of Work for January 1 - December 31, 2025 November 15, 2024

Introduction

This scope presents a selection of marketing tasks and activities intended to raise 3C-REN's brand awareness in San Luis Obispo, Santa Barbara, and Ventura counties, promote participation in its programs, and support 3C-REN staff with marketing and communications, as 3C-REN continues to grow and expand its programmatic offerings in the tri-county region.

Phase 1: Marketing Strategy Alignment and Brand Expansion

3C-REN's marketing strategy, established in [2020](#) and updated in [2021](#) and 2025, guides REN-wide marketing and outreach, as well as for each individual program. While MIG seeks to be responsive to emerging marketing needs, it is important to return to this strategic document and 3C-REN's business plan and program strategic plans to ensure commitment to those larger goals, and to account for 3C-REN's growth into new sectors. As needed and no more than twice per year, the MIG team, together with 3C-REN, will conduct an assessment exercise to confirm marketing efforts are strategically aligned to 3C-REN's long-term business and marketing goals. The exercise methodology will draw on previous reviews conducted by 3C-REN and MIG.

Task 1.1 Update and Add to 3C-REN Brand Templates

3C-REN templates will continue to be revised per the updated style guide and new templates created where needed. Wherever possible, templates will be created so that 3C-REN staff can create ongoing promotional materials themselves, e.g., in PowerPoint, Constant Contact, or uploaded as Canva templates.

Task 1.2 Briefer's Book/Brand Talking Points

This resource will include REN-wide and individual program descriptions, talking points and frequently asked questions. The book will equip staff, local government and community partners with key information and responses, so information about 3C-REN and its programs is told accurately and consistently. This resource will reference the original talking point files created in 2020/2021.

Task 1.3 Strategic Workplan for 2025

Establish a high-level workplan for the year, sketching out proposed activities with estimated timelines. For example, 4 earned media stories per year (one per season), 4 quarterly newsletters, marketing efforts around priority industry "holidays" such as Earth Day (April) and Heat Pump Water Heater Day (October), etc.

Phase 2: Quarterly E-newsletter

MIG will support development and production of a quarterly e-newsletter to build 3C-REN's reputation as a thought leader and regional partner in energy efficiency. The newsletter will be distributed to key audiences with timely and relevant content.

Task 2.1 Newsletter Management

MIG will initiate a kickoff meeting for each newsletter with assigned 3C-REN staff, create and monitor the production calendar, and coordinate MIG Team to ensure content, graphics, and website staff are available and scheduled for timely delivery. MIG will keep up-to-date the [Newsletter Creative Brief](#). This task also includes review of each newsletter edition's engagement analytics to track open, click, and unsubscribe rates.

Task 2.2 Newsletter Writing and Editing

3C-REN staff will be the primary authors of newsletter content, and the MIG Team will edit final content to be concise and catchy and to ensure theme, voice and formatting are consistent with the 3C-REN brand.

Task 2.3 Newsletter Production

MIG will select and edit photos and graphics to support the look and storytelling of the newsletter, design the newsletter email (using Constant Contact or email service of REN's choosing), and create a fully-linked and archived version for the 3C-REN website, in accordance with the production schedule and with regular review checkpoints by 3C-REN staff.

Phase 3: As-Needed Website Support

As-built, the 3C-REN website has a strong design, exceptional user-focused offerings and easy-to use content management system (CMS) functionality. As many of 3C-REN's programs are provided online, continuing to develop the site's usability by target audiences is vital to 3C-REN programs' growth.

To continue its development into different pages and content types, and for different audiences such as Spanish speakers, the MIG team is available on a time-and-materials basis for content development, site architecture, and front and back-end web development services as determined and approved by the 3C-REN Portfolio Manager.

MIG will also maintain the WordPress website, performing regular platform maintenance and monitoring.

As such, MIG will

- *Turn off auto updates on installed plugins*
- *Perform weekly scheduled platform updates*
- *Install Word Fence to provide critical monitoring and daily notifications of any issues*
- *Coordinate with Ventura IT staff when needed.*

Plug-in costs that are covered in this budget include: Events Calendar Pro, WordFence and Gravity Forms.

Tasks that require more than a few hours of support will be scoped prior to approval, with an estimated budget and timeline submitted to the Portfolio Manager. In more complex cases, the production process follows this workflow:

- A creative brief will be developed in consultation with 3C-REN's program implementer to outline goals, audiences, and graphic elements for the item.

- MIG Project Manager will provide a price expectation for the outlined tasks for 3C-REN Portfolio Manager's approval.
- MIG will create content for the item, or adapt REN-provided content, where appropriate.
- MIG will create a design draft using 3C-REN branding, approved content, and other graphic elements, for 3C-REN review.
- REN staff will have up to two rounds of review to integrate 3C-REN's subject matter expertise and ensure alignment with creative brief.
- Budget will be tracked by MIG on an ongoing basis, and 3C-REN staff will be notified in advance if the project is projected to exceed the estimated budget. The Portfolio Manager must give approval to exceed the original project estimate.

Tasks may include but are not limited to those described below.

Task 3.1 REN-Wide development

Development updates to the home page, or the site's overall design, functionality to improve usability, serve new audiences, development of Spanish-language pages, or otherwise support the REN itself.

Task 3.2 Analytics and Reporting

MIG will review site analytics on a bimonthly basis to track site traffic, sources, user paths, time on site, and page bounce rates, to support growth and usability of the site.

Task 3.3 Single-Family Home Energy Savings

Continued improvement of pages that serve single-family residents, additions to the on-demand library, deeper integrations around content or site tools with program implementer and partners or creating more web-based DIY resources for residents.

Task 3.4 Multi-Family Home Energy Savings

Continued improvement of pages that serve multifamily residents, integrations around content or site tools with multifamily implementer, or other development as needed.

Task 3.5 Building Performance Training

Continued improvement of pages that serve building industry professionals seeking building performance content, additions to the on-demand library, integrations around content or site tools with program implementer, or other development as needed.

Task 3.6 Energy Code Coach

Continued improvement of pages that serve building industry professionals seeking codes and standards content, additions to the on-demand library, integrations around content or site tools with program implementer, or other development as needed. Maintain regular updates of ECC blog.

Task 3.7 Ag Energy Solutions

Development of a page or pages that serve agricultural customers, additions to the on-demand library, integrations around content or site tools with program implementer, or other development as needed.

Task 3.8 Commercial Energy Savings

Development of a page or pages that serve commercial customers, additions to the on-demand library, integrations around content or site tools with program implementer, or other development as needed.

Task 3.9 Energy Assurance Services

Development of a page or pages that serve public (and potentially commercial) customers, additions to the on-demand library, integrations around content or site tools with program implementer, or other development as needed.

Phase 4: As-Needed Graphic Design

As 3C-REN's programs and services develop and expand, the graphic materials used to describe, promote, and support them will be needed. This task allows MIG to provide graphic and materials production as needed. All requests shall be made or approved by the 3C-REN Portfolio Manager, to ensure coordination and cost management.

Tasks that require more than a few hours of support will be scoped prior to approval, with an estimated budget and timeline submitted to the Portfolio Manager. In more complex cases, the production process follows this workflow:

- A creative brief will be developed in consultation with 3C-REN's program implementer to outline goals, audiences, and graphic elements for the item.
- MIG Project Manager will provide a price expectation for the outlined tasks for 3C-REN Portfolio Manager's approval.
- MIG will create content for the item, or adapt REN-provided content, where appropriate.
- MIG will create a design draft using 3C-REN branding, approved content, and other graphic elements, for 3C-REN review.
- REN staff will have up to two rounds of review to integrate 3C-REN's subject matter expertise and ensure alignment with creative brief.
- Budget will be tracked by MIG on an ongoing basis, and 3C-REN staff will be notified in advance if the project is projected to exceed the estimated budget. The Portfolio Manager must give approval to exceed the original project estimate.

Task 4.1 REN-Wide Design Development

Could include: developing a Zoom background or suite of backgrounds for REN staff to use during trainings, branding documents or email templates, multilingual templates or PowerPoint slides, designing annual reports or other strategy or reporting documents.

Task 4.2 Update 3C-REN Brand Video

A new two- to three-minute video in English and Spanish providing a narrative overview of 3C-REN, its mission and programs—focusing on engaging target audiences and eliciting participation. This video can be offered on the 3C-REN website, played during 3C-REN events, and shared with government partners and contractors to ensure consistent 3C-REN messaging.

Task 4.3 Swag Purchasing

This task includes research, vendor management, material design and proof review to produce branded 3C-REN items including hats, pens, and other giveaway items.

Task 4.4 Single-family Home Energy Savings

Could include: flyers for new service offerings, digital or print ad campaigns, direct mail, a DIY guide for how to get started with home energy savings, or other new program materials.

Task 4.5 Multi-family Home Energy Savings

Could include: flyers for new service offerings, digital or print ad campaigns, direct mail, a guide for how to get started with energy efficiency upgrades, or other new program materials.

Task 4.6 Building Performance Training

Could include: flyers for new service offerings, seasonal mailers about upcoming 3C-REN trainings, tailored for public or private-sector audiences, certificate or swag items for highly-trained professionals, or other new program materials.

Task 4.7 Energy Code Coach

Could include: flyers for new service offerings, HERS rater swag package, case studies postcard mailers, or other new program materials.

Task 4.8 Ag Energy Solutions

Could include: program overview flyer, program overview slides, or other new program materials.

Task 4.9 Commercial Energy Savings

Could include: program overview flyer, program overview slides, or other new program materials.

Task 4.10 Energy Assurance Services

Could include: program overview flyer, program overview slides, or other new program materials.

Phase 5: Earned Media

MIG will continue to follow 3C-REN's earned media strategy, developed in 2020, to enhance and deepen public awareness of the benefits 3C-REN offers to the region. MIG will track and report on earned media outreach efforts and story placements as well as their value in reach, impressions, and search engine optimization, as data is available. This item includes annual subscription to Meltwater media tracking database.

Task 5.1 Develop Stories

In collaboration with 3C-REN, MIG will consider the newsworthiness of REN initiatives for potential earned media opportunities.

Task 5.2 Pitch and Place Stories

Once a story is chosen for media outreach, the MIG Team will draft or update REN-drafted press release and begin pitching to relevant media outlets in the region. We estimate 4 stories in the duration of this contract. This task includes an annual subscription to MIG's media database and tracking tool.

Task 5.3 Reporting

After pitching efforts have been exhausted, MIG will track media mentions (a.k.a. press clips) and provide a report to demonstrate the reach and publication instances of the news item. Press clips should be posted with some regularity on the 3C-REN website to bolster SEO and public trust.

Phase 6: Direct Mail Campaigns

As determined by the 3C-REN team, MIG will design and coordinate printing and mailing of direct mail items including postcards, letters, training schedules or other items. This is intended to continue developing awareness of the REN's benefits to target audiences. Task includes planning, vendor management, coordination and fees for any purchased mailing list/s, and direct costs. Design time to create any direct mail items is covered in Graphic Design phase 4.

Task 6.1 REN-wide

Could include: overview of 3C-REN services

Task 6.2 Single-family Home Energy Savings

Could include: targeted campaigns in disadvantaged communities or to Spanish-speaking communities

Task 6.3 Multi-family Home Energy Savings

Could include: targeted campaigns to property owners, housing authorities, collaborations with key cities serving disadvantaged communities

Task 6.4 Building Performance Training

Could include: campaigns to schools, contractors, architects or emerging professionals

Task 6.5 Energy Code Coach

Could include: flyers for new service offerings, HERS rater swag package, case studies or postcard mailers

Task 6.6 Agriculture Energy Solutions

Could include: program materials targeted to indoor cannabis producers or small scale farmers

Task 6.7 Commercial Energy Savings

Could include: program materials targeted to small and medium sized businesses or businesses operating within disadvantaged communities

Task 6.8 Energy Assurance Services Program

Could include: program materials targeted to schools, community centers, or other facilities offering critical community services

Phase 7: Photography and Videography

3C-REN materials, including website and other designed items could benefit from a larger library of local photos for email communications, program collateral, webpages, and other marketing materials. MIG will subcontract to local photographers and videographers to take photos within the tri-county region.

MIG tasks include creating shot lists, managing timing and setup of any photo shoots, and reviewing rough images in order to confirm quality and selection of final delivered images.

3C-REN will own all photo and video outputs under this phase.

Task 7.1 REN-wide

Could include: landscape photos that reflect the region, staff photography

Task 7.2 Single-family Home Energy Savings

Could include: photos of local single family homes, photos of residential energy efficient equipment and people with this equipment, testimonial videos with local contractors and/or residents

Task 7.3 Multi-family Home Energy Savings

Could include: photos of local multifamily properties, photos of large-scale energy efficient equipment

Task 7.4 Building Performance Training

Could include: photos of energy efficient equipment, photos of contractors installing energy efficient equipment, photos of classroom settings, video series with a local passive house builder

Task 7.5 Energy Code Coach

Could include: forum photos, building department counters with the Code Coach, in the field photos on job sites, in-person training photos, video series related to code topics

Task 7.6 Ag Energy Solutions

Could include: photos of local indoor and outdoor agriculture, photos of energy-efficient equipment used by agricultural producers

Task 7.7 Commercial Energy Savings

Could include: photos of local commercial centers, photos of commercial scale energy efficient equipment

Task 7.8 Energy Assurance Services

Could include: photos of community centers, schools, churches or other facilities that offer resiliency services and people in these settings

Phase 8: Advertising

MIG may maintain search engine marketing (SEM) campaigns targeted to contractors for Energy Code Connect, Building Performance Training or Home Energy Savings; or other programs when there is an audience effectively reached through SEM, with search terms determined by user interest and ROI.

Task 8.1 Planning & Reporting for ECC SEM

This task includes research, reviewing proposed audiences and search terms with 3C-REN, coordination with the buyer, and as-needed adaptation of keywords and phrases to most effectively target 3C-REN audiences. After each campaign, or monthly to bimonthly for ongoing campaigns, MIG will report results in reach, impressions, click through rate where applicable, or other ROI.

Task 8.2 Planning & Reporting for BPT SEM

This task includes research, reviewing proposed audiences and search terms with 3C-REN, coordination with the buyer, and as-needed adaptation of keywords and phrases to most effectively target 3C-REN audiences. After each campaign, or monthly to bimonthly for ongoing campaigns, MIG will report results in reach, impressions, click through rate where applicable, or other ROI.

Task 8.3 Planning & Reporting for SEM

This task includes research, reviewing proposed audiences and search terms with 3C-REN, coordination with the buyer, and as-needed adaptation of keywords and phrases to target 3C-REN audiences most effectively. After each campaign, or monthly to bimonthly for ongoing campaigns, MIG will report results in reach, impressions, click through rate where applicable, or other ROI.

Task 8.3 Radio Advertising

This task includes developing concepts, producing radio spots, identifying radio stations and coordinating with all parties to get the spots aired. MIG will provide spot logs and other reporting as available. The focus will be on Spanish language radio stations.

Phase 9: Project Management

To ensure successful outcomes, MIG will provide project management, oversight, and coordination among its internal team members, external partners, and the 3C-REN team. This task includes regular coordination calls and emails, as well as budget tracking and oversight to ensure the project is delivered on-time and on-budget, and according to the project scope and overarching 3C-REN marketing strategy.

A cost proposal follows.

	3C-REN MARKETING 2025		Direct Costs	MIG Labor
	Phase 1:	Marketing Strategy Alignment		\$17,770
	Task 1.1	Add to Brand Templates		\$8,880
	Task 1.2	Briefer's Book/Talking Points		\$3,860
	Task 1.3	Strategic Workplan for 2025		\$5,030
	Phase 2:	Quarterly E-newsletter (4 issues)		\$14,335
	Task 2.1	Newsletter Management		\$1,700
	Task 2.2	Newsletter Writing and Editing		\$3,720
	Task 2.3	Newsletter Production		\$8,915
	Phase 3:	As-needed Website Support		\$74,570
	Task 3.1	Web Development: REN Wide	\$848	\$72,020
	Task 3.2	Analytics and Reporting		\$2,550
	Phase 4:	As-needed Graphic Design		\$63,455
	Task 4.1	Graphic Design: REN Wide		\$33,920
	Task 4.2	Identity Video		\$22,695
	Task 4.3	Swag Purchasing	\$10,000	\$6,840
	Phase 5:	Earned Media		\$7,460
	Task 5.1	Develop Stories		\$1,940
	Task 5.2	Pitch and Place Stories (est. 4 stories)	\$600	\$3,880
	Task 5.3	Reporting		\$1,640
	Phase 6:	Direct Mail		\$4,920
	Task 6.1	Direct Mail Campaigns (est. 2 mailings)	\$12,000	\$4,920
	Phase 7:	Photo-Video		\$17,140
	Task 7.1	Photo Shoots (2 day-rates)	\$4,000	\$11,900
	Task 7.2	Videography (2 day-rates)	\$9,000	\$5,240
	Phase 8:	Advertising		\$5,940
	Task 8.1	Monthly Media Planning, ECC	\$6,900	\$1,110
	Task 8.3	Monthly Media Planning, BPT	\$6,900	\$1,110
	Task 8.4	Monthly Reporting		\$1,460
	Task 8.5	Radio Advertising	\$14,000	\$2,260
	Phase 9:	Project Management		\$40,640
	Task 9.1	Project Management (12 months)		\$40,640
	Totals		\$64,248	\$246,230
	Grand Total NTE			\$310,478

3C-REN Rates

Classification	Hourly Rate
Principal-in-Charge	\$295
Project Manager	\$185
Art Director	\$205
Director of Social Marketing	\$200
Designer	\$120
UX Developer	\$155
Project Manager	\$150
Associate	\$120
Communications Intern	\$80