

Welcome to the Marketing and Outreach Advertising Material Purchases Annual Reporting Dashboard

The purpose of this dashboard is to provide users with a single place to view the Statewide reported information as required by PCC 11800-11804.

DATA ASSUMPTIONS:

The entire raw data set will be available for download on the California Open Data portal at “www.data.ca.gov” website on JULY 31, 2022.

Management Memo 21-06 was sent to all State Department Procurement Contract Officers (PCO) and Procurement Contract Administrator (PAC) on April 1, 2021, requesting reporting compliance for PCC 11800-11804. All data collected in this effort is subject to PRA.

For the July 1, 2022, reporting period, DGS Procurement Division (PD) made the following observations

27 Departments responded:

- 1 reported they had “No reportable transactions”
- 26 reported with a grand total of 378 unique transactions
- Departments that didn’t respond it was assumed that all other purchases didn’t qualify or fell outside the reporting period

Of the 378 Unique Transactions:

- 95% included dollars for “Supplier Paid”
- 5% included dollars for “Subcontractor”
- <1% (or 3) transactions were duplicated and had been reported in the previous reporting period

Media Platform Type:

- There were 13 in total
- DGS designated 4 Media types with an option to fill in as “Other – Please enter”
- For “Other” Departments reported an additional 9 Media Platform Type

Community Type:

- DGS provided 6 community types as specified in PCC 11800-11804
- Departments identified an additional 12 communities outreached to, making 18 total communities reported

Of the 18 Communities:

- 6 were related to ethnicity
- 5 were related to Prof/business ownership
- 3 were language specific
- 1 was LBGTQIA
- 1 was Disability
- 1 was Youth
- 1 was socioeconomic designation

Marketing and Outreach Advertising Contracts:

- 255 different campaigns reported, of which:
 - 43% were related to construction, public notices, and state infrastructure
 - 17% were related to various CA specific business & family public programs
 - 15% were related to nature conservation & recycling
 - 11% were COVID specific
 - 7% related to Highway safety
 - 2% related to Disabled Community & Education
 - 2% were related to political & military programs
 - 1% to Real ID program
 - 1% to tourism
 - 1% to education
 - <1% to hiring candidates

Based on the reported data the following **data normalization actions** were taken:

- **Department Name**
 - Using the FI\$Cal Business Unit (BU) number as the primary key, all Department names have been normalized to the FI\$Cal Standard
- **Transactions ID**
 - Created a standardized and unique Transaction ID format (XXXX-ZZZZZ). The first 4 digits of each transaction ID are the Departments FI\$Cal designated BU, with a dash (“-“), and following digits will either be a PO or Contract ID.
 - Created a standardized and unique Transaction ID format for Departments that reported “Cal-Card” by adding a sequential numeric identifier at the end of each entry (eg, 7760-CalCard1)
 - To maintain a unique standardized Transactions ID of the duplication caused by reporting both Contractor and Subcontractor media type and community disaggregated dollars, by adding an underscore (“_”) and the letter “S” at the end of the reported value
- **Contract Award Amount**
 - Subcontractor dollars were captured as a portion of the total aggregated amount so as not to exceed the total contract award reported value
- **Media Type data**
 - In the absence of a definition for “media platform” in PCC 11800-11804, DGS provided the following default values for media platform:
 - Newspaper
 - Radio
 - Internet
 - Print
 - Other – Enter Type
 - Within the “Other – Enter Type” category, reporting departments further disaggregated the contracts with the follow designations
 - Billboards/Highway Signage
 - Canvassing
 - Digital
 - Events
 - In-Person Meeting
 - Non-Specified Media Type
 - Sponsorship
 - Telecommunication (text or by phone)
 - Television
 - Video
- **Community Type data**
 - All community designation data is listed by default alphabetically whenever possible
 - PCC 11802(4)(A), specifically lists ethnic communities to be included in the reporting, but states that it should not be limited to just those values, as such the state provided the following list for reporting purposes:
 - African America
 - Asian-Pacific Lander
 - Indigenous
 - Latino
 - LGBTQIA
 - Middle Eastern
 - Other Communities – Enter Type
 - Within the “Other Communities – Enter Type” category, reporting departments further disaggregated the contracts with the following designations:
 - Business Community
 - Disability
 - English
 - Farmworkers
 - General Public
 - Low Income
 - Multi-Ethnic
 - Small Business Owners
 - Spanish
 - Veteran Business Owners
 - Workers & Employers
 - Youth

- If “All” was reported for “Other Communities – Enter Type” DGS aggregated those dollars with the “General Public” designation
- **Disaggregation of Dollars**
 - In cases where Departments did NOT provide a disaggregation of the contract dollars, to standardize the reporting, the contract dollars were automatically evenly divided across all reported categories.
 - **In all cases prior to public posting of the data, Departments were provided with the figures and given the opportunity to provide a precise updated disaggregation for each reported contract.