

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, 2021.

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, 2021, reporting period, DGS Procurement Division (PD) made the following observations

14 Departments responded:

- 3 reported they had “No reportable transactions”
- 11 reported with a grand total of 104 unique transactions
- Departments that didn’t respond it was assumed that all purchases fell outside of the reporting period

Of the 104 Unique Transactions:

- 30 included dollars for “Supplier Paid”
- 2 included dollars for “Subcontractor”
- 27 had projects start and end dates that crossed fiscal years

Media Platform Type:

- There were 12 in total
- DGS designated 4 Media types with the option to fill in as “Other – Please enter”
- For “Other” Departments reported an additional 8 Media Platform Type

Community Type:

- DGS provided 6 community types as specified in PCC 11800-11804
- Departments identified an additional 13 communities outreached to, making 19 total communities reported

Of the 19 Communities:

- 10 were related to ethnicity
- 4 were related to Profession and/or business ownership
- 2 were language specific
- 1 was LBGTQIA
- 1 was Disability
- 1 was socioeconomic designation

Marketing and Outreach Advertising Contracts:

- 92 different campaigns reported
 - 66 were specific to Public Notices regarding State infrastructure and hiring projects
 - 10 related to Statewide contracting activities
 - 6 were COVID-19 specific
 - 4 related to Employee health & Safety and Education
 - 2 related to Disable Community Issues1 related to detailing progress and success of statewide transportation projects
 - 1 related to “Other” type of health concerns
 - 1 related to tourism
 - 1 related to outreach based on socioeconomic status
 - 1 related to “Real ID” project
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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-ZZZZ). 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**
 - For the duplication created by reporting the contractor and subcontractor media type and Community disaggregated dollars, subcontractor Contract award dollars were reported as zero (\$0.00)
- **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
 - 1 on 1 Interaction
 - Hands on Experience
 - Highway Signage
 - Non-Specific
 - Small Group Meeting
 - Sponsorship
 - Telecommunication (text or by phone)
 - 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:
 - Disability
 - Essential Workers
 - English
 - Farmworkers
 - General Public
 - Low Income
 - Architecture & Engineering
 - Small Business Owners
 - State Employee
 - Veteran Business Owners
 - White
 - Workers & Employers

- Multi-Ethnic
 - 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.