
MEMORANDUM

To: East Contra Costa Fire Protection District
From: Townsend Public Affairs
Date: April 3, 2019
Subject: Grants Monthly Report for East Contra Costa Fire Protection District—March 2019

This memorandum is an updated overview of the current funding opportunities in progress.

PULSE POINT

TPA worked with District staff to identify a marketing strategy that will promote CPR/AED Awareness week. Through this grant the District would purchase coffee sleeves personalized with the District's logo and Pulse Point's logo. The District would partner with local coffee shops and have them use the customized coffee sleeve in lieu of their own. Marketing studies have determined that in addition to the consumer a message on a coffee sleeve will reach at least 6 other people. The marketing strategy will conclude with the District's relaunch event with Pulse Point.

Pulse Point is a 501(c)(3) non-profit foundation based in the San Francisco Bay Area. Through the use of modern, location-aware mobile devices Pulse Point is building applications that work with local public safety agencies to improve communications with citizens and empower them to help reduce the number of deaths from sudden cardiac arrest. Pulse Point is offering public relations and marketing grants that creatively demonstrate plans to promote CPR/AED Awareness week: June 1, 2019 thru June 7, 2019.

The Grant Application was submitted on March 31, 2019.