

Nevada Statewide Independent Living Council



500 Ryland Street

Suite 300

Reno, Nevada 89502

Company Information

kps3.com

p: 775.686.7439

f: 775.334.4313



Hello.

TODAY'S MEETING

Agenda

- 1 About KPS3
- 2 Case Studies
- 3 Project Approach
- 4 Questions/Answers

ABOUT KPS3

Office Location

Reno, NV

500 Ryland St., Ste 300, Reno, NV 89502

Employees

30

Years in Business

27

Leadership



Rob Gaedtke
President & CEO



Stephanie Kruse
Board Chair



Kevin Jones
COO

STATE OF NEVADA

A Rich History with DHHS

We are very proud of the work we do with the Nevada Department of Health and Human Services:

- Listed as an approved vendor on the DHHS master services agreement since 2010, and recently renewed our agreement for another four years
- Worked with the Aging and Disabilities Services Division on numerous projects over the years including Nevada Care Connection, No Wrong Door Campaign, Respite and Dementia Awareness

Below is a sample of the other state organizations we work with:



WASHOE COUNTY
HEALTH DISTRICT
ENHANCING QUALITY OF LIFE

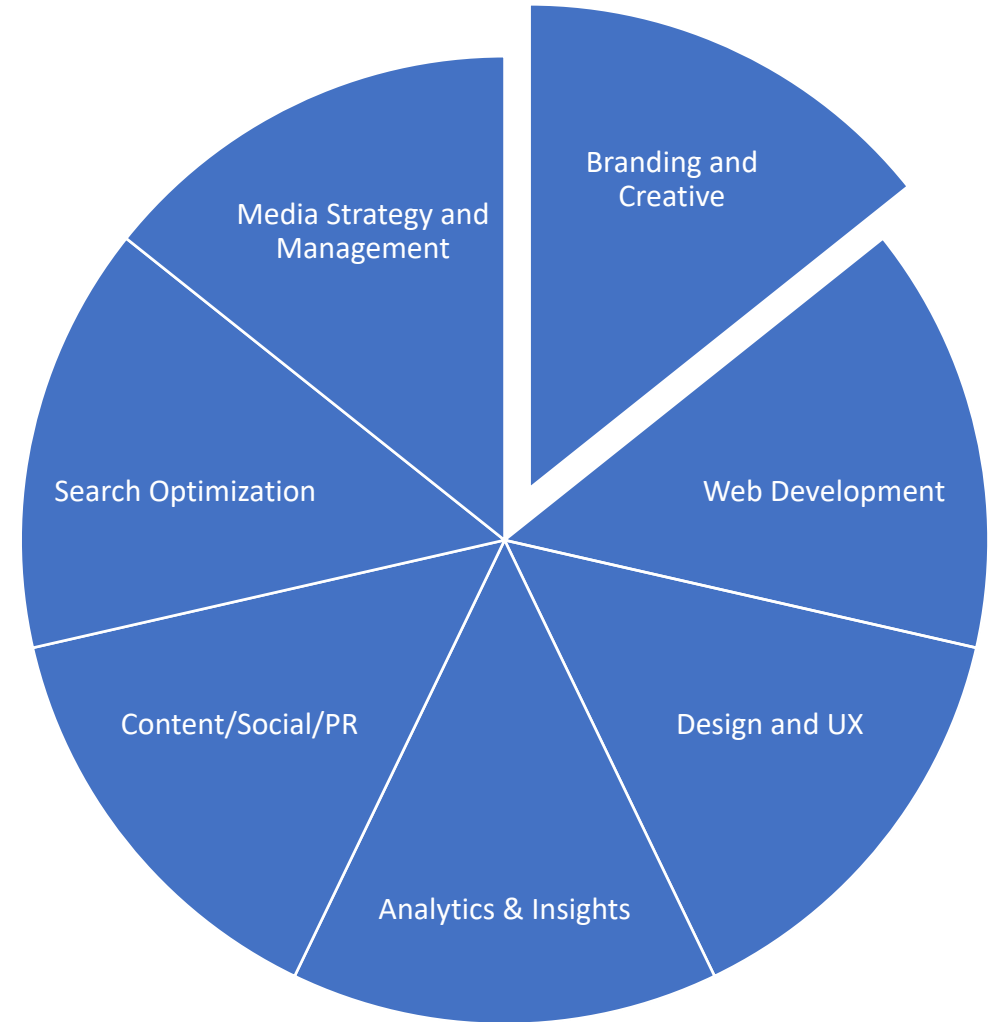


AWARENESS TO CONVERSION

Working Together

Our Approach and Style of Work

We think before we do. We plan before we go. We believe in getting things done, being agile and never being too rigid. That's why our clients, big and small, love working with us. That's why we are successful time and time again.

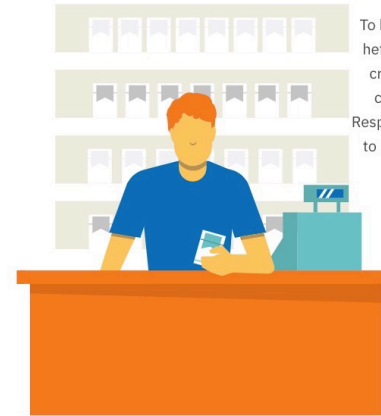


CASE STUDIES

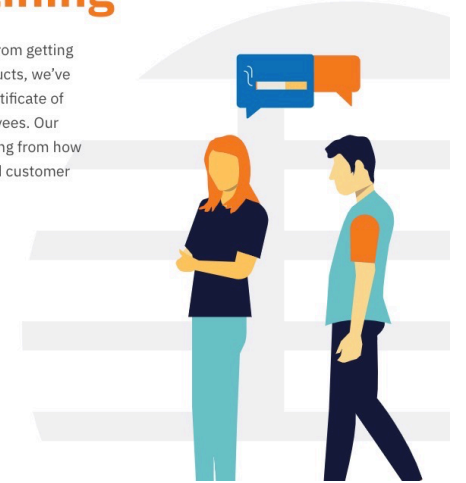
Nevada Tobacco

- Goal: Provide an online tool for tobacco merchants to train their staff on Nevada's tobacco laws and how to successfully avoid selling tobacco to minors.
- KPS3 created a marketing site, quiz and certificate of completion that are easily updateable via the CMS.
- DHHS wanted real-time statistics on how people were using the tool.

Nevada's Responsible Tobacco Sales Training

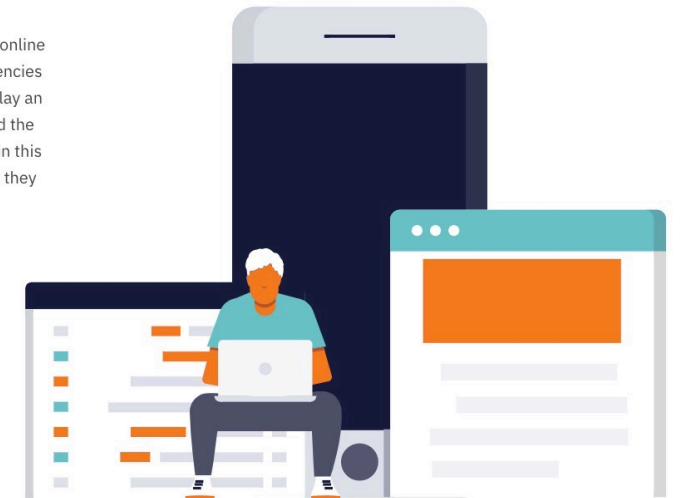


To help keep Nevada's store owners and employees from getting hefty fines and prevent kids from using tobacco products, we've created a free training program, quiz, and official certificate of completion for tobacco merchants and their employees. Our Responsible Tobacco Sales Training goes over everything from how to properly check an ID to how to handle complicated customer interactions and make the right call.




Why we care

The Nevada Responsible Tobacco Sales Training is an online tool created by community stakeholders and state agencies throughout the state of Nevada. Tobacco merchants play an important role in the protection of Nevada's youth, and the community stakeholders and state agencies involved in this training want to help ensure merchants have the tools they need to do so.

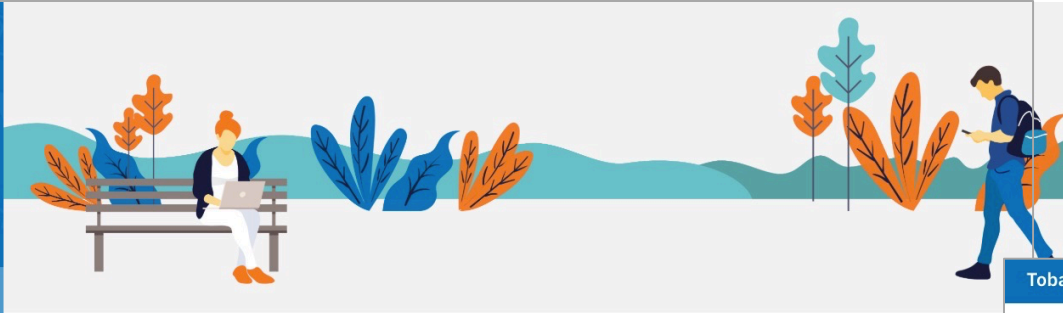
[Learn More →](#)


Nevada Tobacco



My Progress - 0%

- 1. Overview of state and federal laws
- 2. Tobacco Products
- 3. Fines and Penalties
- 4. Importance of selling tobacco the right way
- 5. How to check that someone is over 18
- 6. How to Deal with Bad Customer Interactions
- 7. How to Refuse a Sale to a Minor
- 8. Completion

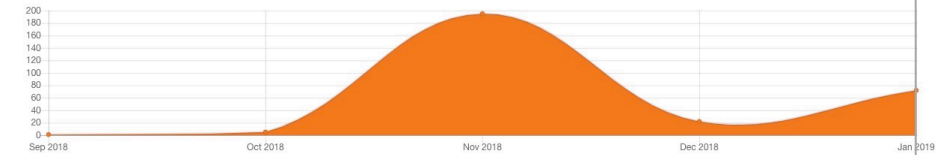


Question 1

It IS illegal to sell tobacco, alternative nicotine products, and vapor products, including e-cigarettes, to someone under the age of 18.

Next Section →

Reports



Merchants **Quizzes**

Name	County	Total quizzes	Completed quizzes
No Merchant		47	27
101 MART LLC		1	0
168 MARKET		1	0
7 ELEVEN STORE 27228E		2	1
7-ELEVEN #24461C		1	0
7-ELEVEN STORE 39138 A		1	1
AROUND THE CORNER LIQUOR & SMOKE		1	1
BB FOOD & DISCOUNT LIQUOR		1	0
BIG TIME AMUSEMENT INCORPORATED		1	1
CARLITOS WAY		1	1

Tobacco Compliance Web Application

- Goal: Update a manual process to a digital reporting tool for the Tobacco Enforcement group within the Nevada AGO.
- KPS3 is currently building an officer tool and an admin reporting system. Reports will be used internally and to report back required details to the federal government.
- Efficiency in upkeep and reporting was also a main initiative, as well as sending letters to those who failed inspections.

The form is titled "Office of the Attorney General Tobacco Compliance Check". It contains several sections for data entry:


- Unique ID:** A text input field.
- Retailer Information:** Fields for Name, Address, and City, State, Zip.
- Business Classification:** A grid of checkboxes for categories like Gen Merch, SM/Grocery, Conven, Conv/Gas, Gas, Drug, Tobacco, Vape Shop, Vending, etc.
- Signage:** A section with checkboxes for "Yes" or "No" and options for "1. Signage Citation" or "2. Signage Warning".
- Date and Time:** Fields for Date of Check, Time of Check (Military), Minor ID, and Minor's Initials.
- Result of minor's attempt to purchase tobacco product:** A table with columns for ID Requested, Age Asked, Sale Completed, Has clerk received training on tobacco laws?, and Minor's Age/DOB.
- Retail Clerk:** Fields for Name and Position, with gender selection (Male/Female).
- Officer witnessed transaction?** A section with checkboxes for Yes/No and product types (Cigarettes, E-Liquid, Other, Smokeless Tobacco, E-Cigarettes).
- Officer's signature:** A line for the officer's name and a signature line.
- Prior Inspections:** A table for tracking previous checks with columns for Yes/No and Clerk's name.
- Footer:** "Office of the Attorney General, Tobacco Compliance and Enforcement Unit July 2016".

The screenshot shows a web application window titled "frm add/edit minors". It features a "Close Form" button in the top right. The main content area is titled "Add/Update Minor Information" and includes the following fields:

- Minor ID:** Input field with "10001" entered.
- *Minor DOB:** Input field with "3/17/1986" entered.
- Minor's Gender:** Dropdown menu with "Female" selected.
- Minor's Initials:** Input field with "MV" entered.
- Minor's Age:** Input field with "0" entered.
- Minor Active:** Dropdown menu with "No" selected.

At the bottom, there are navigation buttons: "PREVIOUS RECORD", "NEXT RECORD", and "SAVE RECORD". A note at the bottom states: "NOTE: On the minor's birth date they must be given a new minor ID to complete any new inspections in order to be in compliance with Sytar regulations".

AARON D. FORD
Attorney General
CAROLINE BATEMAN
First Assistant Attorney General
CHRISTINE JONES BRADY
Second Assistant Attorney General


STATE OF NEVADA
 OFFICE OF THE ATTORNEY GENERAL
 5430 Kortebe Lane, Suite 202
 Reno NV 89511

JESSICA L. ADAM
Chief of Staff
RACHEL A. ANDERSON
General Counsel
HEIDI PARRY STEEN
Administrative Counsel

Monday, March 4, 2019

STORE:
 ADDRESS:
 CITY/STATE/ZIP

Dear Owner/Manager:

In Nevada it is unlawful for a person to sell, distribute, or offer to sell cigarettes, tobacco, products made or derived from tobacco, vapor products, or alternative nicotine products to any child under the age of 18 years. NRS 202.249(2). A person who violates this law may be punished by a fine of not more than \$500 and a civil penalty of not more than \$500.

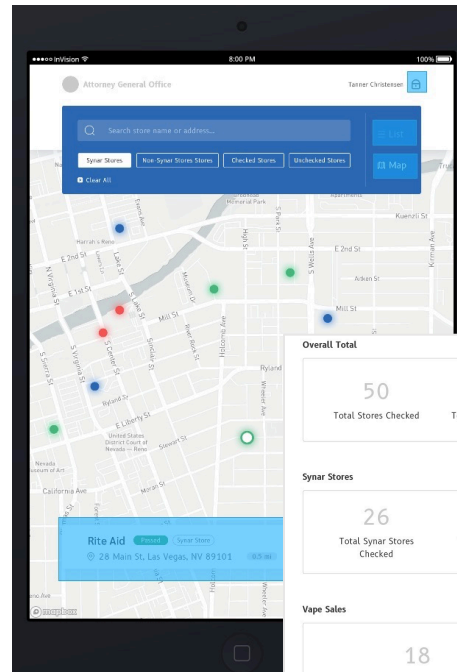
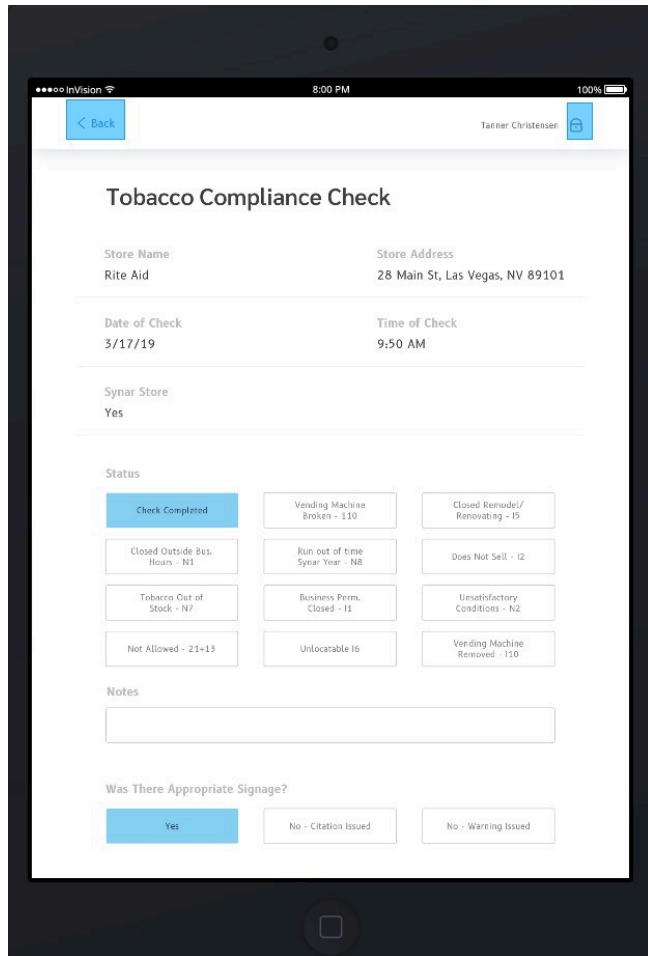
The Attorney General's Office conducts random, unannounced inspections using underage youth investigators to ensure sales of the above-listed products are not being made to minors. Pursuant to Nevada law, a youth investigator who is asked for identification must produce his or her actual state issued identification which clearly identifies the investigator as a minor. If the youth investigator is asked his or her age, the response must truthfully identify the investigator as a minor. NRS 202.249B.

A law enforcement officer and underage youth investigator, both employed in the Tobacco Enforcement Unit of the Nevada Attorney General's Office, recently completed a compliance check at your store to ensure the products listed in NRS 202.249(2) are not being sold to children. Unfortunately, a clerk at your establishment unlawfully sold one of these products to the youth. Details relating to the compliance check are provided on the enclosed form.

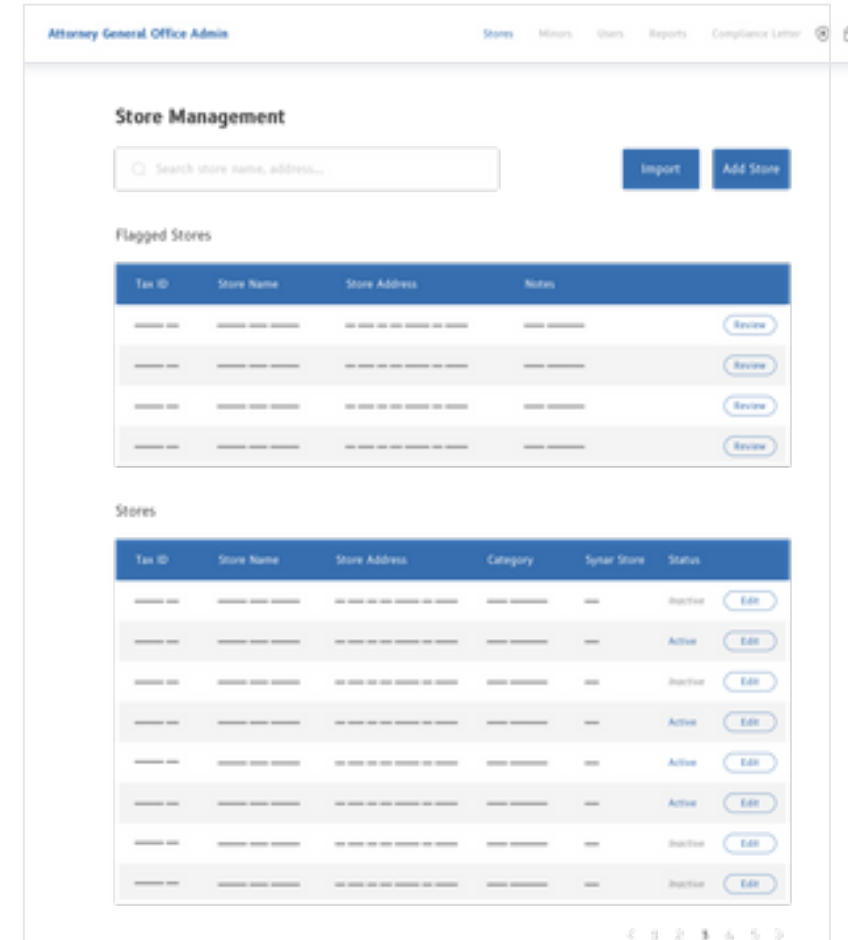
In light of the recent sale at your establishment, we request your renewed commitment to ensuring tobacco products, vapor products, and alternative nicotine products are not sold to children. You are encouraged to provide training to employees and implement and enforce policies that prevent unlawful sales to minors, including requiring employees to request identification to verify age. Online training and literature "We Care" materials are available from the We Care

NOTE: Old system was a combination of hand-written paper forms and an Access Database

Tobacco Compliance Web Application



Overall Total			
50	6	3	18%
Total Stores Checked	Total Citations	Total Warnings	Total Buy Rate
Synar Stores			
26	4	3	27%
Total Synar Stores Checked	Total Synar Citations	Total Synar Warnings	Total Buy Rate
Vape Sales			
18	5	23	
Attempted Buys	Successful Buys	Total Vape Sales	
Traditional Tobacco Sales			
40	5	45	
Attempted Buys	Successful Buys	Total Traditional Tobacco Sales	



STATE IMPACT

Nevada Health Link

AUDIENCES

DEMOGRAPHICS

PSYCHOGRAPHICS

KEY STRATEGIES

Having affordable health insurance is a big relief. We can finally do the things we love with less worry.

There's still time to purchase...
Visit NevadaHealthLink.com or call 800-7-HEALTH (2025) (Tues-Fri 9AM-5PM) for updates, see 800-999-1234.

I have health insurance now, so if I'm sick or hurt, I'll actually have a backup plan.

There's still time to purchase...
Visit NevadaHealthLink.com or call 800-7-HEALTH (2025) (Tues-Fri 9AM-5PM) for updates, see 800-999-1234.

I'm finally covered, even with my asthma. Now I can afford to get the care I need to stay healthy.

There's still time to purchase...
Visit NevadaHealthLink.com or call 800-7-HEALTH (2025) (Tues-Fri 9AM-5PM) for updates, see 800-999-1234.

Health insurance options for my employees? It's no sweat for me! I can work with that.

There's still time to purchase...
Visit NevadaHealthLink.com or call 800-7-HEALTH (2025) (Tues-Fri 9AM-5PM) for updates, see 800-999-1234.

With the government covering some of my health insurance costs, I'll finally be able to afford my medication.

There's still time to purchase...
Visit NevadaHealthLink.com or call 800-7-HEALTH (2025) (Tues-Fri 9AM-5PM) for updates, see 800-999-1234.

Enrolling was easier than I thought and now I have health insurance that fits my budget.

There's still time to purchase...
Visit NevadaHealthLink.com or call 800-7-HEALTH (2025) (Tues-Fri 9AM-5PM) for updates, see 800-999-1234.

For us, having affordable health insurance means we worry less and enjoy life more.

There's still time to purchase...
Visit NevadaHealthLink.com or call 800-7-HEALTH (2025) (Tues-Fri 9AM-5PM) for updates, see 800-999-1234.

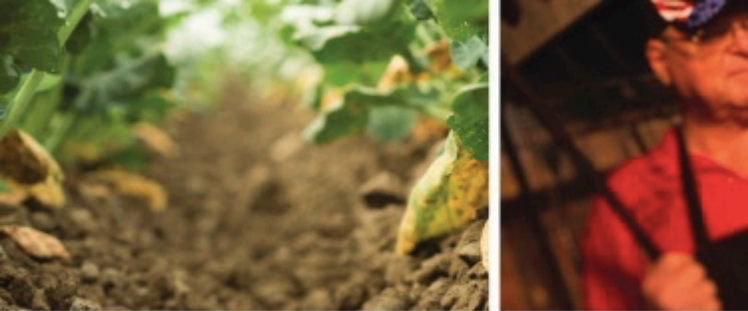


20 million
website visitors

60%
knew of website

275,000+
callers to call center

83%
would purchase



SANTA MARIA VALLEY

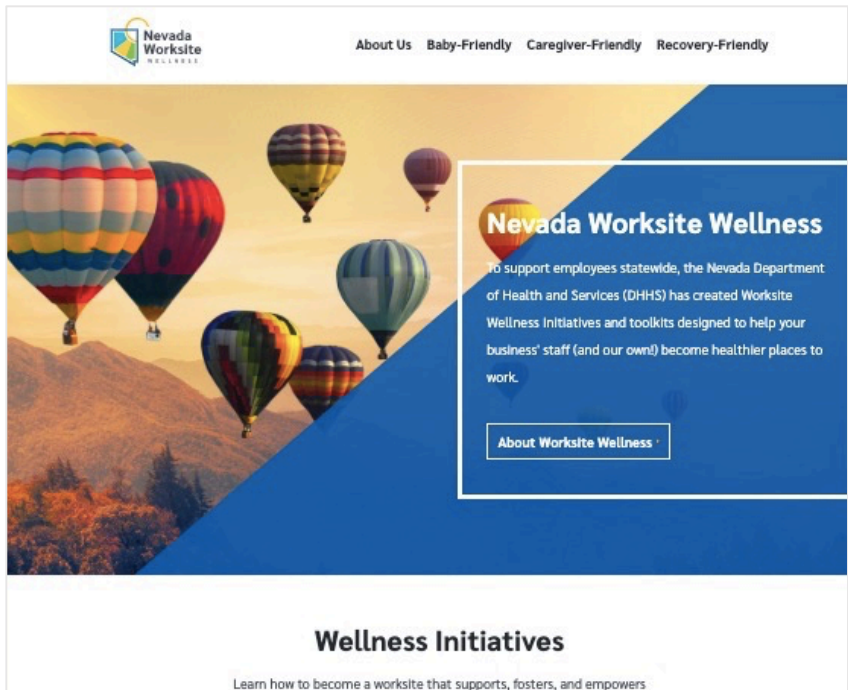
Travel & Tourism



- **Increase overall awareness** for Santa Maria Valley, including its assets, events and local flavor in an effort to attract visitors and increase travel spending.
- **Increase the number of targeted, unique website visitors** to the new site so that we may best influence their decision to visit the area, and plan their trip.
- **Develop strategic and cohesive marketing** and communications effort for the area.



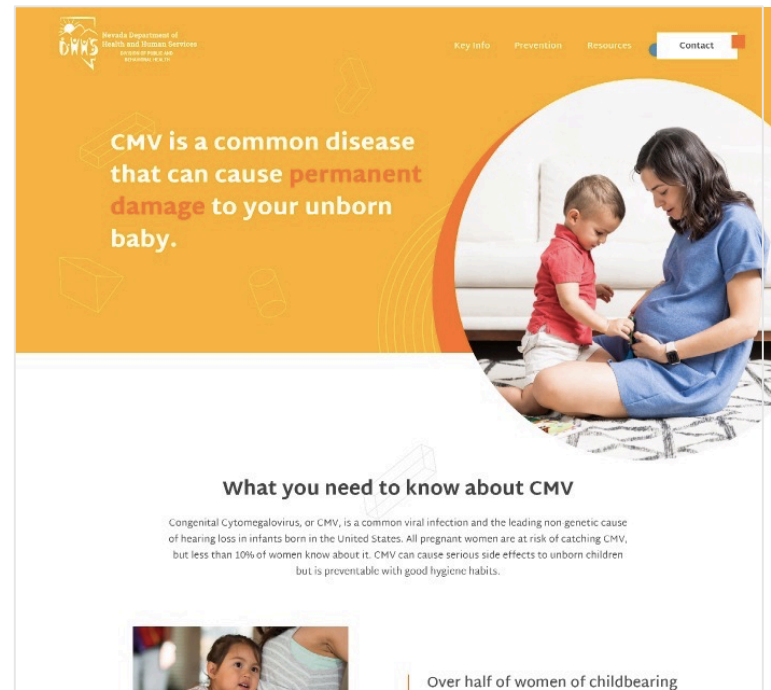
Other Initiatives



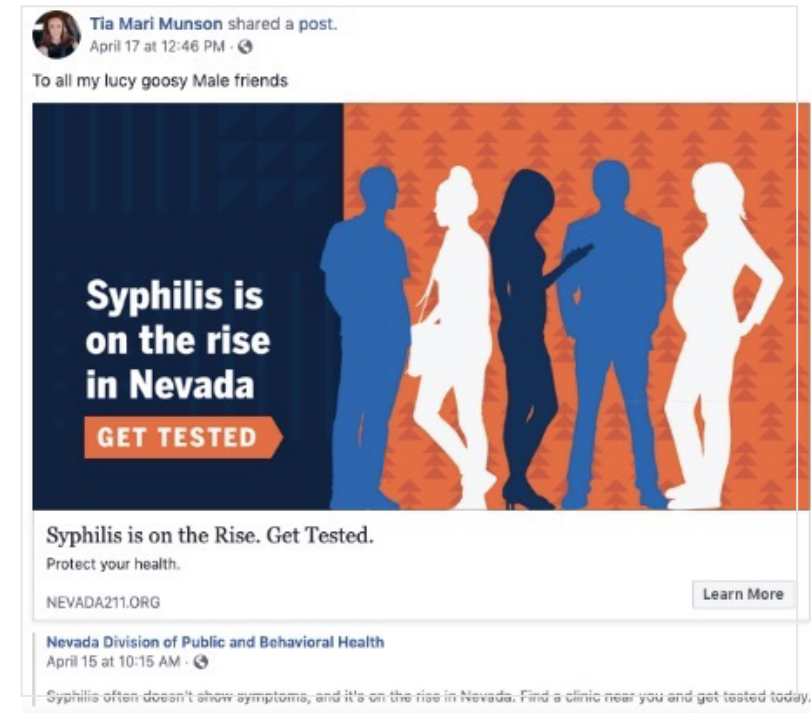
The screenshot shows the Nevada Worksite Wellness website. At the top left is the logo for Nevada Worksite Wellness. To its right are navigation links: "About Us", "Baby-Friendly", "Caregiver-Friendly", and "Recovery-Friendly". The main content area features a background image of hot air balloons over a desert landscape. A blue diagonal banner on the right contains the text "Nevada Worksite Wellness" and a paragraph: "To support employees statewide, the Nevada Department of Health and Services (DHHS) has created Worksite Wellness Initiatives and toolkits designed to help your business' staff (and our own!) become healthier places to work." Below this is a button labeled "About Worksite Wellness".

Wellness Initiatives

Learn how to become a worksite that supports, fosters, and empowers employees who are new parents, caregivers for a loved one, and are



The screenshot shows a webpage from the Nevada Department of Health and Human Services. The header includes the DHHS logo and navigation links: "Key Info", "Prevention", "Resources", and "Contact". The main heading reads: "CMV is a common disease that can cause permanent damage to your unborn baby." Below this is a circular image of a pregnant woman sitting on the floor with a young child. Underneath the image is the text: "What you need to know about CMV". A paragraph follows: "Congenital Cytomegalovirus, or CMV, is a common viral infection and the leading non-genetic cause of hearing loss in infants born in the United States. All pregnant women are at risk of catching CMV, but less than 10% of women know about it. CMV can cause serious side effects to unborn children but is preventable with good hygiene habits." At the bottom left is a small image of a baby, and to its right is the text: "Over half of women of childbearing age are infected with CMV prior to



The screenshot shows a Facebook post from Tia Mari Munson. The post text reads: "To all my lucy goosy Male friends". The main image is a graphic with silhouettes of people and the text: "Syphilis is on the rise in Nevada GET TESTED". Below the image is the text: "Syphilis is on the Rise. Get Tested. Protect your health." and the URL "NEVADA211.ORG". At the bottom, it says "Nevada Division of Public and Behavioral Health" and "April 15 at 10:15 AM". A "Learn More" button is visible in the bottom right corner.

PROJECT APPROACH



PROJECT APPROACH

Discovery

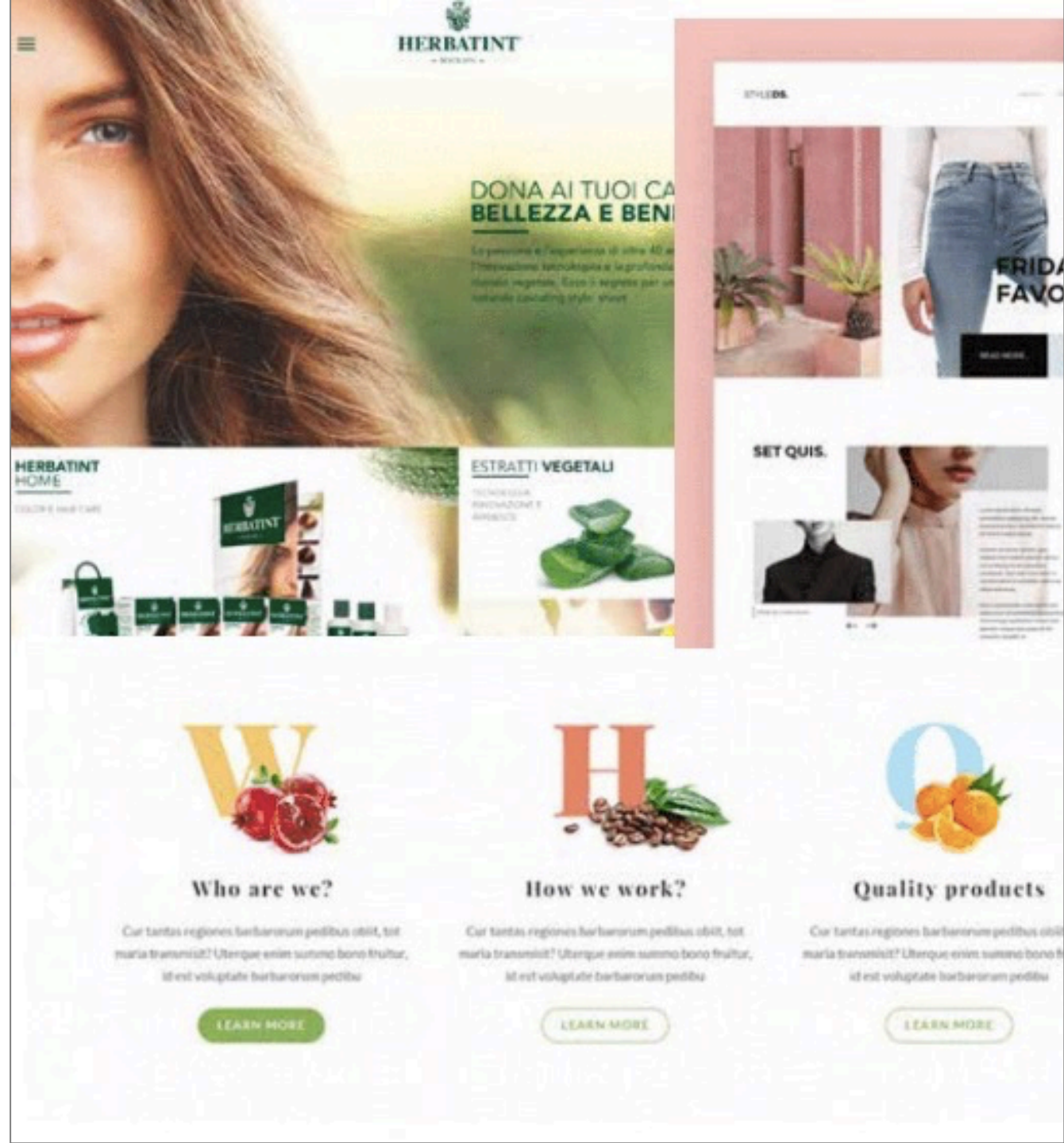
- Conduct internal team interviews to uncover business objectives and define success
- Provide a competitive/industry analysis
- Review audience research via analytics and other tools

PROJECT APPROACH

Brand

Deliverables

- Guiding Principles
 - Creative Strategy
 - Mood Boards
- Provide Brand Platform
 - Brand Vision
 - Brand Mission
 - Brand Personality
 - Fonts, colors, logo, letterhead, etc.

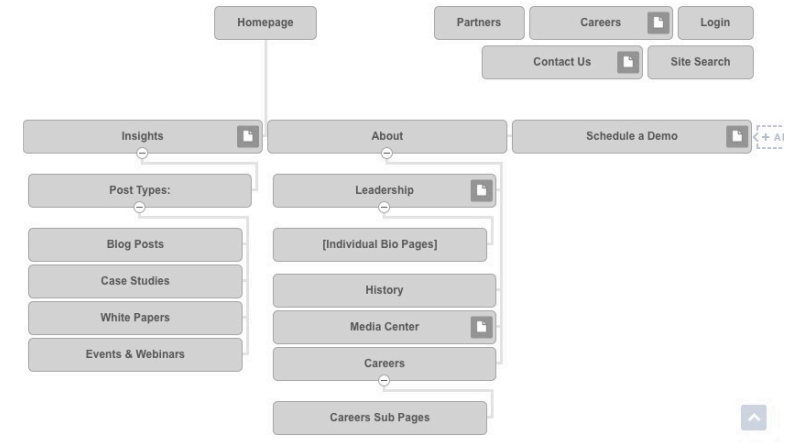


PROJECT APPROACH

Marketing Site

Deliverables

- Site Map
- User Experience
 - Wireframes
 - Design
- Web Development and CMS Integration
- Launch and Training
- Post Launch



PROJECT APPROACH

Budget: Option 1

Deliverables	Costs
<ul style="list-style-type: none">• Discovery• Brand<ul style="list-style-type: none">• Guiding Principles• Brand Platform• Website<ul style="list-style-type: none">• User Experience and Design<ul style="list-style-type: none">• Two Home Page Approaches• 8-10 Design Templates• WordPress Marketing Site• Data Hub<ul style="list-style-type: none">• Permissions• Dynamic Reporting• Ability to Upload Data (Security)• Email Marketing Template	\$100k to \$130k
<ul style="list-style-type: none">• Hosting/Maintenance/Enhancements	\$15k to 25k / year

PROJECT APPROACH

Budget: Option 2

Deliverables	Costs
<ul style="list-style-type: none">DiscoveryBrand<ul style="list-style-type: none">Guiding PrinciplesLogo, Colors, Fonts	\$45k to \$55k
<ul style="list-style-type: none">Website<ul style="list-style-type: none">User Experience and Design<ul style="list-style-type: none">6 Design TemplatesWordPress Marketing SitePDF Data Center with Protected Access	
<ul style="list-style-type: none">Hosting/Maintenance	\$3600/year

QUESTIONS / ANSWERS

KPS3

Bring insights to life.