

## Williams, Terra Fox

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**From:** Clark, Paul  
**Sent:** Monday, October 28, 2019 12:24 PM  
**To:** Theobald, John  
**Cc:** Williams, Terra Fox  
**Subject:** RE: Public Health Wilderness Agency project

No, this will be enough for me to craft the sole source justification. I appreciate you taking the time to get this to me.

Paul Clark

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**From:** Theobald, John <theobaldj@mcoho.org>  
**Sent:** Monday, October 28, 2019 12:16 PM  
**To:** Clark, Paul <PClark@phdmc.org>  
**Cc:** Williams, Terra Fox <TWilliams@phdmc.org>  
**Subject:** RE: Public Health Wilderness Agency project

Good afternoon,

I apologize if this is insufficient, I have never had to write a sole source justification. If it is ok, great. If not, please let me know the specific elements required and I will modify it to address any missing pieces.

In June 2019, the EveryOne Reach One Task Force co-chairs, Terra Williams and John Theobald, were reviewing the current marketing and communications effort. We were disappointed in the scope, reach and results of the "traditional" marketing effort.

Montgomery County, having worked with Wilderness previously, reached out, informally, to them directly to express our frustration and see if they had any suggestions. The Wilderness Team was immediately responsive with a concept neither co-chair had encountered in over 30 years of shared experience.

In short, Wilderness described a concept of Social Media based outreach that would encourage ongoing, mobile-based, incentivized communication and engagement with the EveryOne Reach One clientele. The co-chairs reached out to other Ohio Equity Institute (OEI) counties to see if they had encountered a similar concept. They had not. We believe, upon successful execution, that this could be a state-wide model for engaging with the target population.

That initial concept has expanded to include all of the elements included the Wilderness proposal and contract.

Again, please let me know if this is sufficient or if it requires additional information.

John

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**From:** Clark, Paul <PClark@phdmc.org>  
**Sent:** Monday, October 28, 2019 7:57 AM  
**To:** Theobald, John <theobaldj@mcoho.org>  
**Subject:** RE: Public Health Wilderness Agency project

Thank you