




BOARD OF SUPERVISORS
AGENDA LETTER

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Agenda Number:

Submitted on:
(COB Stamp)

Department Name: Fire
Department No.: 031
Agenda Date: June 3, 2025
Placement: Administrative Agenda
Estimated Time:
Continued Item: No
If Yes, date from: <Insert Date>
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Director(s): Mark Hartwig, Fire Chief/Fire Warden 
Contact Info: Kelly Hubbard, Director of Office of Emergency Mgmt.
SUBJECT: Independent Contractor Agreement with Southwest Strategies, LLC for development of community education and outreach products

County Counsel Concurrence

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

- a) Approve and authorize the Chair to execute an Amended Independent Contractor Agreement with Southwest Strategies, LLC for development and production of all-hazards community education and outreach materials for a total contract amount not to exceed \$257,000.00 for the period of June 3, 2025 through June 30, 2026.
- b) Determine that the activity is not a "project" subject to California Environmental Quality Act (CEQA) review per CEQA guideline section 15378(b)(4), since the activity is an organizational or administrative activity of government that will not result in direct or indirect physical changes in the environment.

Summary Text:

Following a Request for Proposals (RFP) process, the Office of Emergency Management (OEM) selected and contracted with Southwest Strategies Group, LLC. (CN10413) in January 2025 to produce a bilingual "train-the-trainer" community education program on disaster preparedness and all-hazards printed, digital and multimedia outreach products. Recently, OEM received additional grant money for the development of public education materials for the countywide launch of Genasys EVAC, a new countywide Emergency Zones Mapping Solution.

Discussion:

OEM is requesting Board approval of this amended contract with Southwest Strategies Group, LLC. to include an expanded scope of work, deliverables, and costs. In April 2025, OEM was approved for \$107,000 Homeland Security Grant Program (HSGP) grant dollars for an additional education campaign regarding the implementation of Genasys EVAC. The expanded deliverables of this campaign (listed below) align with the original scope of work involving all-hazard educational resources with Southwest Strategies Group, LLC. The original campaign and expanded campaign strive to raise awareness about emergency preparedness through multilingual resources targeting the diverse needs of Santa Barbara County communities. These combined efforts will deepen local understanding of emergency response resources for the public by offering training and tools that empower individuals to take informed, decisive action during emergencies. This addition raises the contract cost to \$257,000, and the agreement is now a Board Contract.

Background:

The bilingual “train-the-trainer” project as well as all-hazards educational printed, digital and multimedia outreach products were identified as a disaster resilience project selected for American Rescue Plan Act (ARPA) funding in 2021. In October 2024, a request for proposal (RFP) for a vendor for this disaster resilience project was issued and Southwest Strategies, LLC was awarded the contract. The original contract covers the period from January 22, 2025, to December 31, 2025, and did not initially require Board approval. As of May 9, 2025, \$22,613.75 has been paid for services by contractor.

Performance Measure:

Deliverables expected from this contract are as follows:

Project: Train-the-Trainer Community Education Program (original contract):

1. Conduct four (4) bilingual English/Spanish community listening sessions in the main geographic regions of the county (Santa Maria, New Cuyama, Lompoc/Santa Ynez Valley, Santa Barbara/Carpinteria) and one (1) bilingual Spanish/Mixteco in the Santa Maria Valley area to solicit input and insights on key messages and concepts for the development of the Train-the-Trainer Community Education Program.
2. Develop a bilingual English/Spanish Train-the-Trainer Community Education Program curriculum for operational area partners and community-based organizations to conduct outreach emergency and disaster preparedness with a focus on vulnerable, marginalized, and hard-to-reach communities.
3. Deliver on (1) Train-the-Trainer Community Education Program overview session to OEM staff and partner agencies to solicit feedback on areas of improvement for the program and/or delivery.
4. Forty (40) English and Spanish printed and in-binder copies of the curriculum

Project: Printed, Digital and Multimedia Outreach Products (original contract):

1. Develop three (3) Public Service Announcement (PSA) videos and three (3) traditional and streaming radio spots in English, Spanish, and Mixteco (one in each language). PSAs and radio spots will cover emergency preparedness for all hazards and registering for Santa Barbara County ReadySBC Alerts. PSAs will include closed captioning text.
2. Develop two (2) print and digital ads advertising registering for Santa Barbara County ReadySBC Alerts in English and Spanish (two in each language).

3. Develop 6-8 “blue skies” emergency and disaster preparedness message scripts in English and Spanish for County-operated AM radio stations (6-8 in each language).
4. Develop new and/or update existing printed and digital community educational and promotional materials on all-hazards preparedness, including brochures, flyers, and social media infographics. A total of 10 brochures/flyers (5 English and 5 Spanish) and 16 social media infographics products (8 English and 8 Spanish) must be completed for this project. Digital materials produced will include transcriptions of images and infographics for inclusion as alternate text to support accessible website content and social media messaging. Project proposals must indicate estimated printing costs for 2,500 copies of each printed material on high-quality glossy paper. Assume that one of these printed materials will be 11x17 poster (double-sided English and Spanish), and another a 4x6 magnet (2,500 English and 2,500 Spanish).

Project: Genasys EVAC Protection Education and Awareness Campaign (expanded deliverables):

1. Provide four (4) public service announcement videos (2 English, 2 Spanish).
2. Provide three (3) radio station public service announcements (1 each in English, Spanish and Mixteco).
3. Develop graphic design for digital and printed assets including brochures, flyers, and social media infographics.

Contract Renewals:

The Contract is not anticipated to be renewed after completion of project deliverables, which will be completed by the end of the contract term on June 30, 2026.

Fiscal and Facilities Impacts:

The bilingual train-the-trainer project and printed, digital and multimedia outreach products was originally identified for ARPA funding in the amount of \$150,000 but has since been converted to general fund and set aside for this purpose. Funding for the emergency zone mapping and evacuation education campaign has been identified through the Homeland Security Grant Program up to \$107,000. There are no impacts to facilities associated with this agreement. No additional general fund support will be requested.

Fiscal Analysis:

Funding Source	FY 24/25	FY 25/26	Total
General Fund	\$75,000	\$ 75,000	\$150,000
State			
Federal	\$30,000	\$77,000	\$107,000
Fees			
[Other Source]			
Total	\$105,000	\$152,000	\$257,000

Special Instructions:

Please send a copy of the executed contract to Kendall Johnston at kejohnston@countyofsb.org.

Attachments:

Attachment A – Agreement for Services of Independent Contractor with Southwest Strategies, Inc.

Contact Information:

Kelly Hubbard

Office of Emergency Management Director

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