



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

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

Department Name: Public Health
Department No.: 041
For Agenda Of: May 4, 2021
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Van Do-Reynoso, MPH, PhD, Director
Director Public Health Department
Contact Info: Dana Gamble, Assistant Deputy Primary Care Family Health
(805) 681-5171
SUBJECT: Conversion of Purchase Contract CN24292 to a Board Contract with Stacy Miller
Public Affairs for COVID-19 Response in Santa Barbara County

County Counsel Concurrence

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

Recommended Actions:

That the Board of Supervisors consider the following recommendations:

- a) Approve, ratify, and authorize the Chair to execute an Agreement for Services of Independent Contractor Stacy Miller Public Affairs to continue providing communications, community education, and outreach for COVID-19 response in the County (Attachment A) from July 1, 2020 through December 31, 2021. This Agreement converts a Purchase Contract to a Board Contract, extends the term, and increases funding by \$120,000 for a revised total amount not to exceed \$240,000, inclusive of \$120,000 under Purchase Contract CN24292, but which otherwise cancels, nullifies, and supersedes Purchase Contract CN24292 (Attachment B); and
- b) Determine that the proposed action does not constitute a "Project" within the meaning of California Environmental Quality Act (CEQA), pursuant to Section 15378(b)(4) of the CEQA Guidelines, because it consists of the creation of a government funding mechanism or other government fiscal activities, which does not involve any commitment to any specific project which may result in a potentially significant impact on the environment.

Summary Text:

This item is on the agenda to authorize the Chair to ratify and execute an Agreement with Stacy Miller Public Affairs to provide communications, community education and outreach as part of the County's COVID-19 response efforts. The Public Health Department (PHD) has a current Purchase Order (No. CN24292) with Stacy Miller Public Affairs in the amount not to exceed \$200,000 for the period of July

1, 2020 through June 30, 2021. Due to continuing service needs, PHD is requesting to enter into this agreement for a total contract maximum not to exceed \$240,000, inclusive of the \$120,000 under Purchase Order CN24292, but which otherwise cancels, nullifies, and supersedes Purchase Order CN24292. Approval of the recommended action will allow PHD to continue to contract with Stacy Miller Public Affairs to provide communications, community education and outreach as part of the County’s COVID-19 response efforts. The increased amount of \$240,000 for this agreement exceeds the \$200,000 Purchasing threshold and therefore requires Board approval. This agreement was not competed due to emergency needs and because PHD is open to negotiate and work with any vendor that is able to provide community outreach activities that meet the department’s needs.

Background: As part of the County’s response to stop the spread of the Coronavirus, PHD contracted with Stacy Miller Public Affairs to create and implement a comprehensive communication and outreach plan that includes strategic messaging, public relations, community relations and outreach, marketing, advertising, graphic design, and media relations. This Agreement converts a Purchase Contract to a Board Contract and increases funding by \$120,000 for a revised total amount not to exceed \$240,000, inclusive of \$120,000 under Purchase Contract CN24292, but which otherwise cancels, nullifies, and supersedes Purchase Contract CN24292.

Performance Measure:

N/A

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

<u>Funding Sources</u>	<u>Current and Projected FY 2020-21 Cost:</u>	<u>Additional Projected FY 2021-22 Cost:</u>	<u>Total Agreement Cost</u>
General Fund			
State			
Federal	\$ 167,550.00	\$ 72,450.00	\$ 240,000.00
Patient Service Fees			
Total	\$ 167,550.00	\$ 72,450.00	\$ 240,000.00

The conversion of the Purchase Contract to a Board Contract will allow for the Public Health Department to continue to use Stacy Miller Public Affairs for communications, community education, and outreach during the COVID-19 pandemic. Funding for this contract is available through federal Epidemiology and Laboratory Capacity Enhancing Detection Expansion funding from the Coronavirus Response and Relief Supplemental Appropriations Act of 2021, P.L. 116-260.

Key Contract Risks

The County of Santa Barbara has a good standing relationship with Stacy Miller Public Affairs. Additionally, the Agreement has a termination for convenience clause.

Staffing Impacts

There are no staffing impacts.

Legal Positions:

0

FTEs:

0

Special Instructions:

Please execute two (2) original Agreements with Stacy Miller Public Affairs and retain one (1) original Agreement and one (1) Minute Order for pick-up by the department. Please email Kelly.Lazarus@sbcphd.org when available for pickup.

Attachments:

- A. Stacy Miller Public Affairs Professional Services Agreement
- B. Purchasing Contract (CN24292)

Authored by:

Dan Gamble, Assistant Deputy Primary Care Family Health