



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:** October 04, 2022  
**Placement:** Administrative  
**Estimated Tme:**  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** 4/5ths

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**TO:** Board of Supervisors  
**FROM:** Department Daniel Nielson, Interim Director  
Director Public Health Department  
Contact Info: Jackie Ruiz, Health Care Program Coordinator  
(805) 681-5473  
**SUBJECT:** **Third Amendment to the Stacy Miller Public Affairs Agreement for COVID-19 Response in Santa Barbara County**

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**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 a Third Amendment to the 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 for an additional nine months through June 30, 2023 and to increase funding by \$31,500 for the extended period from October 1, 2022 through June 30, 2023 for a revised total amount not to exceed \$382,000; and,
- b) Approve Budget Revision Request BJE Number 0008550 to increase appropriations for the Public Health Department Fiscal Year 2022-23 Budget to add \$31,500 to be spent from October 1, 2022 through June 30, 2023.
- c) Determine that the proposed actions do not constitute a "Project" within the meaning of California Environmental Quality Act (CEQA), pursuant to Section 15378(b)(4) of the CEQA Guidelines, because the actions consist of the creation of a government funding mechanism or other government fiscal activities, which do 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 execute a Third Amendment to the Agreement with Stacy Miller Public Affairs to provide communications, community education and outreach as part of the County’s COVID-19 response efforts (Attachment A). Due to continuing service needs, the Public Health Department (PHD) is requesting to extend the Agreement for an additional nine months through June 30, 2023 and to increase the amount by \$31,500 for a total Agreement maximum not to exceed \$382,000. This Agreement was not competed due to emergency needs and ongoing community education and communications needs related to COVID-19.

**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. In order to ensure continuity of COVID-19 communications, an extension of this Agreement is necessary, including an increase in the total amount. This increased funding allocation covers the services of Stacy Miller Public Affairs, and also any supportive services needed for video development, graphic design, and printing services. Combining services performed by Stacy Miller Public Affairs and any other supportive services, including printing and graphic design, needed into a single contract is helpful in supporting future reimbursement efforts. Given delays in negotiation and an abbreviated September Board Meeting schedule, the department requests retroactive approval to October 1, 2022.

**Performance Measure:**

Performance measures included developing English and Spanish website content and pages utilizing existing COVID-19 outbreak information; providing daily website updates posting real time information regarding testing, vaccinations, face coverings, event guidance, and more.

**Contract Renewals and Performance Outcomes:**

PHD has had continuous service with Stacy Miller Public Affairs as part of the COVID-19 response, and they have provided critical communications and outreach services for community members in the County.

**Fiscal and Facilities Impacts:**

Budgeted: No

**Fiscal Analysis:**

<b><u>Funding Sources</u></b>	<b><u>Currently Contracted FYs 2019-22 Costs:</u></b>	<b><u>Additional Projected FY 2022-23 Cost:</u></b>	<b><u>Total Agreement Cost</u></b>
General Fund			
State			
Federal	\$ 340,000.00	\$ 42,000.00	\$ 382,000.00
Patient Service Fees			
<b>Total</b>	<b>\$ 340,000.00</b>	<b>\$ 42,000.00</b>	<b>\$ 382,000.00</b>

The PHD is requesting to modify the amount and the term of the Stacy Miller Public Affairs Agreement, due to the need for continued communications and outreach services as part of its COVID-19 response. The request is to extend the term of Agreement until June 30, 2023 and to add \$31,500, for an amended Agreement total of \$382,000.

Funding for this Agreement 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. This program is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$19,162,899 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

**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 Third Amendments to the Agreement with Stacy Miller Public Affairs and retain one (1) original Amendment and one (1) Minute Order for pick-up by the department. Please email MFitzwilliamFigueroa@sbcphd.org when available for pickup.

**Attachments:**

- A. Third Amendment to the Stacy Miller Public Affairs Professional Services Agreement
- B. Second Amendment to the Stacy Miller Public Affairs Professional Services Agreement
- C. First Amendment to the Stacy Miller Public Affairs Professional Services Agreement
- D. Stacy Miller Public Affairs Professional Services Agreement
- E. Budget Revision Request BJE 0008550

**Authored by:**

Jackie Ruiz, Health Care Program Coordinator, Public Health