



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: County Executive
Department No.: 012
For Agenda Of: March 21, 2023
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department: Mona Miyasato, County Executive Officer
Director: County Executive Office
Contact Info: Terri Nisich, Assistant County Executive Officer
SUBJECT: Stacy Miller Public Affairs, Inc. Second Amendment to Agreement for General County Communications and Social Media Support Services

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 consider the following recommendations:

- a) Approve, ratify, and authorize the Chair to execute a Second Amendment to Agreement for Services of Independent Contractor, referenced as BC 21-272, with Stacy Miller Public Affairs, Inc. (SMPA) for general communications/social media support services, to revive and extend the agreement term for a period of six months, through June 30, 2023, and increase the contract amount by \$70,000.00 for a total contract not to exceed amount of \$214,000.00; 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 approve an amendment to the agreement with Stacy Miller Public Affairs, Inc. (SMPA) for a contract extension to address work performed on emergency communications during the January 2023 storms, provide for a continuation of general county-wide communication supports as well as provide for social media expanded efforts and associated quality assurance. In order to sustain and enhance county-wide communications, including proactive daily social media activities, and multiple

graphic and video project needs, it is recommended that the SMPA contract be extended through June 30, 2023.

Background:

The Agreement with SMPA provided for several key assessments and trainings to enhance overall communication capabilities broadly. This amendment ensures the continuation of ongoing daily social media supports as well as addresses the 24/7 communications support performed during the January 2023 storms as the Communications Division continued to train internal employees to take on emergency public information duties.

This amendment specifically includes:

Social Media Development and Implementation, General Communication (\$7,500 per month)

- Develop, monitor and respond to general County social media needs daily inclusive of research, creation and development of key message-branded graphics/infographics, for use on social media, websites, and print materials.
- Provide the County Executive Office and County departments daily social media review and work with Communications Manager to address issues and trends.
- Development of contact calendar and monitoring and response to daily posts as necessary.
- Provide CEO’s office with general communication and media relations support as requested.

E-Newsletter Development and Implementation

- Gather and write monthly E-Newsletter content and images as directed inclusive of County specific information to the public.

Emergency Communication Support (Not to Exceed \$25,000 billed as needed – Requires Communication Manager Approval to activate)

- Provide professional consultation and direct support regarding emergency and crisis communications needs as directed.
- Provide on-call response service as requested.

Contract Renewals and Performance Outcomes:

Stacy Miller Public Affairs previously assisted the County during the COVID-19 emergency as well as the 1/9 Debris Flow response and recovery communication efforts. They have performed the last nine months and the extension will allow for the increased county social media and ancillary efforts to continue uninterrupted while internal staff address ongoing day to day communications needs, storm recovery communications, video development, crisis communications and departmental communications support.

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

<u>Funding Sources</u>	<u>Previous 2020-22 Costs:</u>	<u>Total Current Agreement Cost</u>
General Fund	\$ 144,000.00	\$ 214,000.00
State		
Federal		
Total	\$ 144,000.00	\$ 214,000.00

Funding for the term of the Agreement and specific scope of work for \$214,000.00 is via departmental savings. This is inclusive of the \$70,000.00 for the six-month extension. This contract requires Board of Supervisors approval, as with this contract, the \$200,000.00 threshold per contractor/vendor countywide is exceeded. In addition, the Department of Public Health has separate contract and scope of work with SMPA for ongoing website maintenance.

Key Contract Risks

Stacy Miller Public Affairs is in good standing with the County of Santa Barbara and has previously delivered services per contract terms. Additionally, the Agreement has a termination for convenience clause.

Staffing Impacts

There are no staffing impacts.

Special Instructions:

Please execute two (2) original Second Amendments to Agreement with Stacy Miller Public Affairs and retain one (1) original Second Amendment to Agreement and one (1) Minute Order for pick-up by the department.

Attachments:

- A. Stacy Miller Public Affairs Professional Services Agreement
- B. Stacy Miller Public Affairs Professional Services First Amendment
- C. Stacy Miller Public Affairs Professional Services Second Amendment

Authored by:

Terri Nisich, Assistant County Executive Officer