



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:** January 25, 2022  
**Placement:** Administrative  
**Estimated Tme:**  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

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**TO:** Board of Supervisors  
**FROM:** Department Van Do-Reynoso, MPH, PhD, Director  
Director Public Health Department  
Contact Info: Paige Batson, Deputy Director  
346-8286  
**SUBJECT: Fighting Back Santa Maria Valley COVID-19 Vaccination Incentives Agreement**

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**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 and authorize the Chair to execute an Agreement for Services of Independent Contractor Fighting Back Santa Maria Valley to provide COVID-19 vaccination promotion and incentives for the period of January 25, 2022 through June 30, 2022 for a total amount not to exceed \$69,000; 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 execute an Agreement with Fighting Back Santa Maria Valley to provide COVID-19 vaccination promotion and incentives (Attachment A). The amount of \$69,000 for this agreement exceeds the \$200,000 Purchasing threshold in aggregate with other existing agreements and therefore requires Board approval.

**Background:**

The California Department of Public Health, Immunization Branch has provided local health jurisdictions with funding to increase COVID-19 vaccination rates. The use of incentives is beneficial in increasing COVID-19 vaccination rates among disproportionately affected individuals. Increasing vaccination is critical to the efforts on reopening California and having life returning to a ‘new normal’, including businesses and the economy.

2,400, \$25.00 gift cards, will be distributed to persons who have not already been fully vaccinated. Those not fully vaccinated are the intended for the vaccine recipient.

**Performance Measures:**

Fighting Back Santa Maria Valley will distribute gift cards (incentives) to individuals who are receiving their COVID-19 vaccine dose #1, #2 or booster dose. Incentives are restricted to individuals who have not been previously vaccinated against COVID-19.

**Contract Renewals and Performance Outcomes:**

The Public Health Department (PHD) has had continuous service provided by Fighting Back Santa Maria Valley. They have provided excellent sexually transmitted diseases (STD) education and prevention services for clients in the County.

**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		\$ 69,000.00	
Patient Service Fees			
Total	\$ -	\$ 69,000.00	\$ -

This Agreement will be fully funded by the Immunization COVID Round 4 award, which consists of federal CDC COVID-19 dollars passed through the California Department of Public Health. Under the Schedule of Expenditures of Federal Awards (SEFA), Fighting Back Santa Maria Valley will be considered a subrecipient for this Agreement. \$60,000 will be used to purchase 2,400 \$25 gift cards. The remaining \$9,000 will fund outreach, promotion, and indirect costs.

This Agreement is not currently budgeted in the FY 21/22 County budget. A BJE to include additional FY 21/22 COVID revenue will be submitted with the Third Amendment to Grant Agreement # 17-10348.

**Key Contract Risks**

Risk are limited due to the short time duration of this contract. PHD has a longstanding contractual relationship with Fighting Back Santa Maria Valley for STD Education services. Additionally, the agreement includes a 30-day 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 Fighting Back Santa Maria Valley and retain one (1) original Agreement and one (1) Minute Order for pick-up by the department. Please email [Kelly.Lazarus@sbcphd.org](mailto:Kelly.Lazarus@sbcphd.org) when available for pickup.

**Attachments:**

- A. Fighting Back Santa Maria Valley COVID Vaccination Incentives Agreement

**Authored by:**

Adriana Almaguer, Departmental Business Specialist