



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: December 7, 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: Amendment to the Stacy Miller Public Affairs Agreement 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 and authorize the Chair to execute a First 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 six months through June 30, 2022 and to increase funding by \$100,000 for a revised total amount not to exceed \$340,000; 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 a First 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 six months through June 30, 2022 and to increase the amount by \$100,000 for a total contract maximum not to exceed \$340,000. 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. 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.

Performance Measure:

Performance measures included developing internal and external communication strategies for COVID-19 response; 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: Yes

Fiscal Analysis:

<u>Funding Sources</u>	<u>Currently Contracted FYs 2019-21 Costs:</u>	<u>Additional Projected FY 2021-22 Cost:</u>	<u>Total Agreement Cost</u>
General Fund			
State			
Federal	\$ 240,000.00	\$ 100,000.00	\$ 340,000.00
Patient Service Fees			
Total	\$ 240,000.00	\$ 100,000.00	\$ 340,000.00

The PHD is requesting to modify the scope, 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 of 2022 and to add \$100,000, of which, approximately \$32,000 will be used for the supporting and separate services of graphic design and videography, while the remainder will be paid for the specific services of Stacy Miller Public Affairs.

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.

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 First 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 Kelly.Lazarus@sbcphd.org when available for pickup.

Attachments:

- A. First Amendment to the Stacy Miller Public Affairs Professional Services Agreement
- B. Stacy Miller Public Affairs Professional Services Agreement

Authored by:

Jackie Ruiz, Public Information Officer, Public Health