



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:** CEO  
**Department No.:** 012  
**For Agenda Of:** January 19, 2016  
**Placement:** Administrative  
**Estimated Time:**  
**Continued Item:** N/A  
**If Yes, date from:**  
**Vote Required:** Majority

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**TO:** Board of Supervisors  
**FROM:** Department Mona Miyasato, County Executive Officer, 568-3400  
Director:  
Contact Info: Terri Maus-Nisich, Assistant County Executive Officer, 568-3415  
**SUBJECT:** SAE Communications Agreement For Services

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**County Counsel Concurrence**

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

**Recommended Actions:**

That the Board of Supervisors:

- a) Approve and authorize the Chair to execute an Agreement for Services of Independent Contractor, with SAE Communications, in an amount not to exceed \$30,500 for the period December 1, 2015 through June 30, 2016, to provide communications consulting and training to Santa Barbara County employees, and which will cancel and supersede Purchase Contract CN#17533 which expires on December 31, 2015; and;
- b) Determine the above actions are exempt from environmental review per CEQA Guideline Section 15378(b)(4), since they are a government fiscal activities that do not involve a commitment to a specific project that may result in a potentially significant physical impact on the environment.

**Summary Text:**

The County Executive Office has worked with SAE Communications for the past two years to provide communications counseling and training to all County departments. The County also worked with SAE Communications to develop and implement the County's First Strategic Communications Plan. This agreement to be in place through the end of FY 2015/2016 and will provide for SAE's continued counseling and training to all departments, as well as assistance to the CEO's Office in overall implementation of the Communications Plan.

**Background:**

In May 2015, the Board received the County’s First Strategic Communications Plan. This comprehensive plan provides a series of strategies and tactics to improve the County’s overall approach to internal and external communications. The contract now proposed with SAE Communications provides additional resources to the CEO’s office to continue to work with departments to enhance Communications Countywide.

This includes providing training for County staff on crisis communications, media communications, and ongoing counsel and assistance to the CEO’s office and County departments on a variety of day-of-day communications issues. In addition, SAE Communications may also be engaged as needed in the event of emergency operations center activation to support the overall Public Information Team efforts. The contract is structured at a cost of \$5,000 per month for the first four months of the contract in order to continue to provide services while the CEO’s office continues to work to retain the County PIO. The contract then reduces to \$3,500 per month anticipating that the County PIO will be in place and highly functional.

As noted, SAE will continue to provide as-needed communication advice regarding issues which arise. One or both of the principals is available to work on a day-to-day basis with the County’s Public Engagement Coordinator, the Assistant County Executive Officer, the Public Information Officer, and directly with County staff. SAE’s principals will be on call to assist on a 24/7 availability – at least one principal will typically be available at any time and one will often be available in person. This service also includes response to emergencies such as the El Niño Storm response communications.

**Fiscal and Facilities Impacts:**

Budgeted: Yes

**Fiscal Analysis:**

<b><u>Funding Sources</u></b>	<b><u>Current FY Cost:</u></b>	<b><u>Annualized On-going Cost:</u></b>	<b><u>Total One-Time Project Cost</u></b>
General Fund	\$ 30,500.00		\$ 30,500.00
State			
Federal			
Fees			
Other:			
<b>Total</b>	<b>\$ 30,500.00</b>	<b>\$ -</b>	<b>\$ 30,500.00</b>

**Narrative:**

The agreement for services for December 2015 - June 30, 2016, in the amount of \$30,500, will cancel and supersede Purchase Contract CN#17533 which expires on December 31, 2015 and totals \$100,000.

**Key Contract Risks:**

None

**Staffing Impacts:**

**Legal Positions:**

None

**FTEs:**

**Special Instructions:**

Please execute one (1) original of the SAE Contract and retain one (1) original Contract and one (1) Minute Order for pick-up by the department. Please email [lwageneck@countyofsb.org](mailto:lwageneck@countyofsb.org) when available for pickup.

**Attachments:**

Attachment A – Contract for SAE Communications and the County of Santa Barbara

**Authored by:**

Lael Wageneck, Public Engagement Coordinator

**cc:**