



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: October 11, 2022
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 First Amendment to Agreement for Interim General County Communications 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 First Amendment to Agreement for Services of Independent Contractor, referenced as BC 21-272, with Stacy Miller Public Affairs (SMPA) for general communication support services, to extend the agreement term for a period not to exceed nine months, through December 31, 2022, and increase the contract amount by \$42,000.00 for a total contract not to exceed amount of \$144,000.00; 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 (SMPA) for interim general county communications support as the transition to the recently appointed communications manager occurs. In order to sustain and enhance county-wide communications, including proactive daily social media activities, professional communications, support to departments, emergency

communications, as well as multiple graphic and video project needs, it is recommended that the SMPA contract be extended for an additional three-month term.

Background:

The initial Agreement with SMPA provided for several key assessment and trainings to enhance overall communication capabilities broadly. This amendment ensures the continuation of ongoing daily communication support services over the course of the extended three-month engagement period.

This includes:

Social Media Implementation, General Communication & Media Relations Support

- 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.
- Conduct daily social media review and work with Assistant County Executive Officer or designees to address top questions, issues, and trends.
- Provide the County Executive Office and County departments with general communication and media relations support as directed.

Emergency/Crisis Communication Support

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

CSBTv Video Content Development & Radio PSA's

- Research, write/script and produce targeted, branded videos as needed to communicate key messaging, for use digitally.
 - Two 1- 3-minute videos per month for CSBTv
- Research, write/script radio PSA's, in English and Spanish, to communicate key messages

Graphic Design Support

- Design and develop branded and targeted infographics, in English, and Spanish, to support the communication strategies and departmental requests.

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 six months and the extension will allow for the transition and training of the new communications manager.

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	\$ 144,000.00
State		
Federal		
Total	\$ 144,000.00	\$ 144,000.00

Funding for the entire term of the Agreement and specific scope of work for \$144,000.00 is via salary savings associated with the budgeted vacated position. This is inclusive of the \$42,000.00 for the three-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.

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 First Amendments to Agreement with Stacy Miller Public Affairs and retain one (1) original First 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

Authored by:

Terri Nisich, Assistant County Executive Officer