



**Clerk of the Board of Supervisors**  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

## BOARD OF SUPERVISORS AGENDA LETTER

**Department Name:**

Fire

**Department Number:**

031

**Agenda Date:**

June 23, 2026

**Placement:**

Administrative Agenda

**Estimated Time:**

N/A

**Continued Item:**

No

**If Yes, date from:**

<Insert Date>

**Vote Required:**

Majority

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**TO:** Board of Supervisors

**FROM:** Department Director(s): Garrett Huff, Fire Chief/Fire Warden

**CONTACT:** Kelly Hubbard, Director of Office of Emergency Management

**SUBJECT:** Amendment to the Independent Contractor Agreement with Bodewell Group

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**Concurrences:**

**County Counsel Concurrence:**

As to form: Yes

**Auditor-Controller Concurrence:**

As to form: Yes

**Other Concurrence: Risk Management**

As to form: Yes

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**Recommended Actions:**

That the Board of Supervisors:

- a) Approve and authorize the Chair to execute an amendment to the Independent Contractor Agreement with Bodewell Group, LLC (Formerly Southwest Strategies, LLC) for development and production of all-hazards community education and outreach materials for a total contract amount not to exceed \$257,000 through December 31, 2026.

- b) Determine that the activity is not a “project” subject to California Environmental Quality Act (CEQA) review per CEQA guideline section 15378(b)(4), since the activity is an organizational or administrative activity of government that will not result in direct or indirect physical changes in the environment.

### **Summary Text:**

This item will extend the current contract for production of all-hazards community education and outreach materials with Bodewell Group, LLC (formerly Southwest Strategies, LLC) for 6 months from July 1 to December 31, 2026. No further extensions are expected. The total contract amount is not to exceed \$257,000. As of the date of this letter, \$185,308 has been expended of the total contract amount of \$257,000.

### **Discussion:**

Due to the need to prioritize County-wide compliance with U.S. Department of Justice accessibility standards, the completion of the emergency zones maps public education project, and response efforts related to the Gifford Fire, progress on the original timeline was delayed. As a result, the Office of Emergency Management is requesting an extension of the contract term through December 31, 2026, to allow sufficient time to complete all remaining deliverables. This request does not include any additional funding; it is solely a time extension.

### **Background:**

The bilingual “train-the-trainer” project as well as all-hazards educational printed, digital and multimedia outreach products were identified as a disaster resilience project selected for American Rescue Plan Act (ARPA) funding in 2021. In October 2024, a request for proposal (RFP) for a vendor for this disaster resilience project was issued and Southwest Strategies, LLC was awarded the contract. On June 3, 2025, the Board of Supervisors approved an expansion to the contract to include expanded deliverables as part of an educational campaign regarding the implementation of Genasys EVAC, with a total contract cost not to exceed \$257,000. While the Genasys-related campaign deliverables are anticipated to be completed by June 2026, the “Train-the-Trainer” project requires additional time to complete. In February 2026, Southwest Strategies LLC was renamed the Bodewell Group LLC.

### **Performance Measure:**

These performance measures reflect completed, ongoing, and upcoming elements of all projects approved by the Board under this contract.

#### Project: Genasys EVAC Protection Education and Awareness Campaign (expanded deliverables):

1. Provide four (4) public service announcement videos (2 English, 2 Spanish). **Status: Completed**
2. Provide three (3) radio station public service announcements (1 each in English, Spanish and Mixteco). **Status: Completed**
3. Develop graphic design for digital and printed assets including brochures, flyers, and social media infographics. **Status: Completed**

#### Project: Train-the-Trainer Community Education Program:

1. Conduct four (4) bilingual English/Spanish community listening sessions in the main geographic regions of the county (Santa Maria, New Cuyama, Lompoc/Santa Ynez Valley, Santa Barbara/Carpinteria) and one (1) bilingual Spanish/Mixteco in the Santa Maria Valley area to solicit input and insights on key messages and concepts for the development of the Train-the-Trainer Community Education Program. **Status: Completed**
2. Develop a bilingual English/Spanish Train-the-Trainer Community Education Program curriculum for operational area partners and community-based organizations to conduct outreach emergency and disaster preparedness with a focus on vulnerable, marginalized, and hard-to-reach communities. **Status: Ongoing**
3. Deliver on (1) Train-the-Trainer Community Education Program overview session to OEM staff and partner agencies to solicit feedback on areas of improvement for the program and/or delivery. **Status: Ongoing**
4. Forty (40) English and Spanish printed and in-binder copies of the curriculum. **Status: Upcoming**

Project: Printed, Digital and Multimedia Outreach Products:

1. Develop three (3) Public Service Announcement (PSA) videos and three (3) traditional and streaming radio spots in English, Spanish, and Mixteco (one in each language). PSAs and radio spots will cover emergency preparedness for all hazards and registering for Santa Barbara County ReadySBC Alerts. PSAs will include closed captioning text. **Status: Upcoming**
2. Develop two (2) print and digital ads advertising registering for Santa Barbara County ReadySBC Alerts in English and Spanish (two in each language). **Status: Upcoming**
3. Develop 6-8 "blue skies" emergency and disaster preparedness message scripts in English and Spanish for County-operated AM radio stations (6-8 in each language). **Status: Upcoming**
4. Develop new and/or update existing printed and digital community educational and promotional materials on all-hazards preparedness, including brochures, flyers, and social media infographics. A total of 10 brochures/flyers (5 English and 5 Spanish) and 16 social media infographics products (8 English and 8 Spanish) must be completed for this project. Digital materials produced will include transcriptions of images and infographics for inclusion as alternate text to support accessible website content and social media messaging. Project includes 2,500 copies of each printed material on high-quality glossy paper and a 4x6 magnet (2,500 English and 2,500 Spanish). **Status: Upcoming**

**Contract Renewals:**

The Contract is not anticipated to be renewed after completion of project deliverables, which will be completed by the end of the amended contract term on December 31, 2026.

**Fiscal and Facilities Impacts:**

The bilingual train-the-trainer project and printed, digital and multimedia outreach products were originally identified for ARPA funding in the amount of \$150,000, but have since been converted to general fund and set aside for this purpose. As of the date of this letter, \$185,308 has been expended of the total contract amount of \$257,000. There are no impacts to facilities associated with this agreement. No additional general fund support will be requested.

**Fiscal Analysis:**

<b>Funding Source</b>	<b>FY 24/25</b>	<b>FY 25/26</b>	<b>FY 26/27</b>	<b>Total</b>
General Fund	59,860	30,000	60,140	<b>\$150,000</b>
State				
Federal		107,000		<b>\$107,000</b>
Fees				
[Other Source]				
<b>Total</b>	<b>\$59,860</b>	<b>\$137,000</b>	<b>\$60,140</b>	<b>\$257,000</b>

**Special Instructions:**

Please send a copy of the executed contract amendment and minute order to Kendall Johnston at [kejohnston@countyofsb.org](mailto:kejohnston@countyofsb.org)

**Attachments:**

**Attachment A** – First Amendment to the Agreement for Services of Independent Contractor with Bodwell Group, LLC.

**Attachment B** – Agreement for Services of Independent Contractor with Southwest Strategies, LLC

**Contact Information:**

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