



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:** April 5, 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: Renata Valladares, Tobacco Prevention & Cannabis Education  
Program Coordinator (805) 681-5409  
**SUBJECT:** Conversion of Purchase Contract CN23773 to a Board Contract with  
Consortium Media Services for media services related to Cannabis Education

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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, ratify, and authorize the Chair to execute an Agreement for Services of Independent Contractor Consortium Media Services to provide media services for the ongoing Tobacco Prevention and Cannabis Education campaigns from July 1, 2020 through June 30, 2022. This Agreement converts a Purchase Contract to a Board Contract and increases funding by \$45,000 for a revised total amount not to exceed \$225,000, inclusive of \$180,000 under Purchase Contract CN23773, but which otherwise cancels, nullifies, and supersedes Purchase Contract CN23773; 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 ratify and execute an Agreement with Consortium Media Services to provide media planning, content creation, and outreach through radio and social media channels for the ongoing Cannabis Education campaign, which focuses on health risks of cannabis consumption by underage youth as well as during pregnancy and breastfeeding (Attachment A). The

Public Health Department (PHD) has a current Purchase Order (No. CN23773) with Consortium Media Services in the amount not to exceed \$180,000 for the period of July 1, 2020 through June 30, 2022 (Attachment B). The increased amount for this Agreement will exceed the \$200,000 Purchasing threshold and therefore requires Board approval.

**Background:**

The County’s Cannabis Education program was created in 2019 to educate Santa Barbara County’s population about the potential adverse health outcomes associated with cannabis use. The program includes a media campaign targeting two groups: 1) underage youth and their parents/caregivers; and, 2) pregnant and breastfeeding population. Media content is created with the participation of local youths and educational information is provided in both English and Spanish via social media and radio outlets.

Due to continuing service needs, PHD is requesting to enter into this agreement for a total contract amount not to exceed \$225,000, inclusive of the \$180,000 under Purchase Order CN23773, but which otherwise cancels, nullifies, and supersedes Purchase Order CN23773. Approval of this recommended action will allow PHD to continue contracting with Consortium Media Services and build on the current educational campaign.

**Performance Measure:**

Consortium Media Services will produce 10-12 new videos, 6 new radio flight announcements and 48 new boosted social media posts. Media campaign metrics will be reported quarterly; the campaign is expected to reach 100,000+ individuals and generate 3 million+ impressions and 20,000+ engagements.

**Contract Renewals and Performance Outcomes:**

Consortium Media Services has been providing cannabis education and tobacco prevention education since 2019 and has provided excellent services for PHD.

**Fiscal and Facilities Impacts:**

Budgeted: Yes

**Fiscal Analysis:**

<b><u>Funding Sources</u></b>	<b><u>FY 20-21 Actual</u></b>	<b><u>FY 21-22 Actual</u></b>	<b><u>Annualized On-going Cost:</u></b>	<b><u>Total Per Funding Source</u></b>
SBC Cannabis Allocation	61,000	\$ -	\$ 45,000	\$ 106,000
State-CA Tobacco Control Program	45,000	\$ 74,000	\$ -	\$ 119,000
Total	\$ 106,000	\$ 74,000	\$ 45,000	\$ 225,000

Appropriations in the amount of \$119,000 have been allocated as part of the Public Health Department’s FY 2021-2022 Adjusted Budget. Funding for the Tobacco and Cannabis programs is received from the California Department of Public Health (CDPH), California Tobacco Control Program (CTCP) and from the CEO’s allocation to the Public Health Department for Cannabis education in the community. The conversion of the Purchase Contract to a Board Contract will allow for the Public Health Department to continue to use Consortium Media Services for media content creation and community education.

**Key Contract Risks**

The County of Santa Barbara has a good standing relationship with Consortium Media Services. 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 Agreements with Consortium Media Services and retain one (1) original Agreement and one (1) Minute Order for pick-up by the department. Please email [Klazarus@sbcphd.org](mailto:Klazarus@sbcphd.org) when available for pickup.

**Attachments:**

- A. Consortium Media Services Professional Services Agreement
- B. Purchasing Contract CN23773

**Authored by:**

Renata Valladares, Tobacco Prevention and Cannabis Education Program Coordinator