



**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: April 19, 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 Agreement for Interim General County
Communications Support Services

DocuSigned by:
M. Miyasato
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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 and authorize the Chair to execute an Agreement for Services of Independent Contractor Stacy Miller Public Affairs (SMPA) to provide general communication support services for a period not to exceed to six months, through September 30, 2022, and for an amount not to exceed \$102,000, 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 approve an agreement with Stacy Miller Public Affairs (SMPA) for interim general county communications support, as well as key assessments and trainings, while a recruitment for the recently vacated communications manager position 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, a consulting team is recommended to provide services for a period not to exceed six months.

Stacy Miller Public Affairs Agreement

Agenda Date: April 19, 2022

Page 2 of 4

Background:

The Agreement with SMPA provides the immediate initiation of several key assessment and trainings to enhance overall communication capabilities broadly.

This includes:

Social Media Research & Plan Development

- Research last 12 months of County of Santa Barbara social media – across three platforms - and develop recommendations to move forward with key messages for the County to increase awareness of County programs and services via information channels as well as the creation of a dialog with residents using Social Media tools.
- Develop a comprehensive branded 12-month social media plan/strategy with accompanying content calendar to align across platforms and with all video production, press releases and multimedia that will be culturally relevant and linguistically appropriate.
- Engage stakeholders and develop plan to increase Spanish language social media engagement.

Media & Communications Training

- Provide media training to County staff, focusing on assisting staff with written and verbal messaging.
- Provide on-going, individualized communications training for designated County staff, providing specific instruction for:
 - Writing a press release utilizing County standards
 - Response to County media requests/questions
 - Creating outreach and department communications plans for internal and external projects, program and services that engage clients and ensure inclusiveness, equity, diversity and accessibility.

Further, the Agreement provides for strengthened and ongoing daily communication support needs over the course of engagement.

This includes:

Social Media Implementation, General Communication & Media Relations Support

- Develop, monitor and respond to general County social media needs dally 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.

Stacy Miller Public Affairs Agreement

Agenda Date: April 19, 2022

Page 3 of 4

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.

Translation of Culturally Relevant Content

- Create culturally relevant and linguistically appropriate, Spanish language information, including graphics, web content, blog articles, radio spots, print ads, social media posts that are culturally relevant and promoted thoughtfully to facilitate engagement and outreach.

Monthly Report for CEO

- Create a monthly communications report indicating the depth and breadth of communication work provided and outcomes achieved through outreach. This includes the creation of graphic slides that capture key metrics in a simple to consume and branded fashion.

Contract Renewals and Performance Outcomes:

Stacy Miller Public Affairs has previously assisted the County during the COVID-19 emergency as well as the 1/9 Debris Flow response and recovery communication efforts.

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

Stacy Miller Public Affairs Agreement

Agenda Date: April 19, 2022

Page 4 of 4

<u>Funding Sources</u>	<u>Previous 2020-22 Costs:</u>	<u>Total Current Agreement Cost</u>
General Fund	\$ 102,000.00	\$ 102,000.00
State		
Federal	\$ 340,000.00	
Total	\$ 442,000.00	\$ 102,000.00

Funding for this Agreement and specific scope of work for \$102,000 is via salary savings associated with the budgeted vacated position. This contract requires Board of Supervisors approval, as with this contract, the \$200,000 annual threshold per contractor/vendor will be exceeded. SMPA was utilized from February 2020 through February of 2022 for communications support for COVID-19 response and recovery inclusive of website development and ongoing maintenance, translation services, social media development, scripting and producing videos and radio PSAs, writing blogs and articles for a total 2-year contractual cost of \$340,000. For reporting purposes, the 2-year contract cost for prior efforts was also inclusive of subcontracting work of web developer, graphic artists and video production services in order to track all costs associated with COVID -19 response and recovery comprehensively.

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 Agreements with Stacy Miller Public Affairs and retain one (1) original Agreement and one (1) Minute Order for pick-up by the department.

Attachments:

- A. Stacy Miller Public Affairs Professional Services Agreement and Scope of Work

Authored by:

Terri Nisich, Assistant County Executive Officer