



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:** June 28, 2022  
**Placement:** Administrative  
**Estimated Tme:**  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

**TO:** Board of Supervisors  
**FROM:** Department Van Do-Reynoso, MPH, PhD, Director  
Director Public Health Department  
Contact Info: Dana Gamble, Deputy Primary Care Family Health  
(805) 681-5171  
**SUBJECT:** **Second Amendment to the Stacy Miller Public Affairs Agreement for COVID-19 Response in Santa Barbara County**

**County Counsel Concurrence**

As to form: Yes

**Auditor-Controller Concurrence**

As to form: Yes

**Other Concurrence: Risk Management**

As to form: Yes

**Recommended Actions:**

That the Board of Supervisors consider the following recommendations:

- a) Approve and authorize the Chair to execute a Second Amendment to the Agreement for Services of Independent Contractor Stacy Miller Public Affairs to continue providing communications, community education, and outreach for COVID-19 response in the County for an additional three months through September 30, 2022, and to increase funding by \$10,500 for the extended period for a revised total amount not to exceed \$350,500; 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 execute a Second Amendment to the Agreement with Stacy Miller Public Affairs to provide communications, community education and outreach as part of the County’s COVID-19 response efforts (Attachment A). Due to continuing service needs, the Public Health Department (PHD) is requesting to extend the Agreement for an additional three months through September 30, 2022 and to increase the amount by \$10,500 for a total Agreement maximum not to exceed \$350,500. This Agreement was not competed due to emergency needs and because PHD is open

to negotiate and work with any vendor that is able to provide community outreach activities that meet the department’s needs.

**Background:** As part of the County’s response to stop the spread of the Coronavirus, PHD contracted with Stacy Miller Public Affairs to create and implement a comprehensive communication and outreach plan that includes strategic messaging, public relations, community relations and outreach, marketing, advertising, graphic design, and media relations. In order to ensure continuity of COVID-19 communications, an extension of this Agreement is necessary, including an increase in the total amount. This increased funding allocation covers the services of Stacy Miller Public Affairs, and also any supportive services needed for video development, graphic design, and printing services. Combining services performed by Stacy Miller Public Affairs and any other supportive services, including printing and graphic design, needed into a single Agreement is helpful in supporting future reimbursement efforts.

**Performance Measure:**

Performance measures included developing internal and external communication strategies for COVID-19 response; developing English and Spanish website content and pages utilizing existing COVID-19 outbreak information; providing daily website updates posting real time information regarding testing, vaccinations, face coverings, event guidance, and more.

**Contract Renewals and Performance Outcomes:**

PHD has had continuous service with Stacy Miller Public Affairs as part of the COVID-19 response, and they have provided critical communications and outreach services for community members in the County.

**Fiscal and Facilities Impacts:**

Budgeted: Yes

**Fiscal Analysis:**

<b><u>Funding Sources</u></b>	<b><u>Projected FYs 2022-23 Costs:</u></b>	<b><u>Additional Projected FY 2021-22 Cost:</u></b>	<b><u>Total Agreement Cost</u></b>
General Fund			
State			
Federal	\$ 340,000.00	\$ 10,500.00	\$ 350,500.00
Patient Service Fees			
<b>Total</b>	<b>\$ 340,000.00</b>	<b>\$ 10,500.00</b>	<b>\$ 350,500.00</b>

The PHD is requesting to extend the term of the Stacy Miller Public Affairs Agreement until September 30, 2022 and to add \$10,500 for the extended term for an Agreement total of \$350,500, due to the need for continued communications and outreach services as part of its COVID-19 response.

Funding for this Agreement is available through federal Epidemiology and Laboratory Capacity Enhancing Detection Expansion funding from the Coronavirus Response and Relief Supplemental Appropriations Act of 2021, P.L. 116-260.

This program is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award described above. The contents of this Board Letter are those of the author and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

**Key Contract Risks**

The County of Santa Barbara has a good standing relationship with Stacy Miller Public Affairs. Additionally, the Agreement has a termination for convenience clause which helps mitigate risk.

**Staffing Impacts**

There are no staffing impacts.

**Legal Positions:**

0

**FTEs:**

0

**Special Instructions:**

Please execute two (2) original Second Amendments to the Agreement with Stacy Miller Public Affairs and retain one (1) original Amendment and one (1) Minute Order for pick-up by the department. Please email the PHD Contracts Unit at [PHDGROUPEContractsUnit@sbcpd.org](mailto:PHDGROUPEContractsUnit@sbcpd.org) when available for pickup.

**Attachments:**

- A. Second Amendment to the Stacy Miller Public Affairs Professional Services Agreement
- B. First Amendment to the Stacy Miller Public Affairs Professional Services Agreement
- C. Stacy Miller Public Affairs Professional Services Agreement

**Authored by:**

Jackie Ruiz, Public Information Officer, Public Health