



## SUMMARY REPORT

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**Agenda Date:** 2/4/2020

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**To:** Board of Supervisors

**Department or Agency Name(s):** County Administrator's Office

**Staff Name and Phone Number:** Christina Rivera, 707-565-2431

**Vote Requirement:** Majority

**Supervisory District(s):** Countywide

**Title:**

Communications Consultant Professional Services Agreement Amendment

**Recommended Action:**

Authorize the County Administrator to execute an amendment to an agreement for communications consulting services with Full Court Press Communications, increasing the not-to-exceed amount from \$100,000 by \$50,000 to \$150,000.

**Executive Summary:**

Full Court Press Communications (FCP) was awarded an agreement to provide communications consulting services for a term of June 17, 2019 through June 30, 2020 for a not-to-exceed amount of \$100,000. The original agreement included \$60,000 for ongoing communications support and \$40,000 for the creation of a Communications Assessment Report (presented to the Board of Supervisors on December 10, 2019).

Given the high volume and demand on County communications and the transition to a centralized communications model, increased and continued ongoing communications support from FCP is necessary. Today's action would authorize the County Administrator to execute a contract amendment, increasing the not-to-exceed amount from \$100,000 to \$150,000.

CAO staff is in the process of recruiting a Communications Manager as approved by the Board on 1/14/2020, while also collecting information from departments' to develop the centralized and decentralized communications models. Staff expects to return in the March 2020 with plans for the Board to decide whether an enhanced decentralized communications or a centralized communications should be created to support countywide communications needs.

**Discussion:**

The County of Sonoma provides a wide variety of services, including law enforcement, social work, health and human, building inspection, road maintenance, parks, voting, and general administration. Effective communications are essential to keeping the community informed of the efforts made by their government. Currently, Community and Government Affairs (CGAM) in the County Administrator's Office leads the County's communications and legislative advocacy efforts. It is currently staffed with two Community and Engagement Coordinators and one Legislative Affairs Coordinator.

Since 2018, significant turnover has occurred within CGAM. Given the growth of the overall volume and demand on County communications and the need to oversee and collaborate with departmental communications staff, and the amount of turnover in this unit, it became clear an external consultant assessment was needed. The assessment was completed and presented to the Board on December 10, 2019 <https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=4275906&GUID=B1B07F6C-BCEB-4B52-9C5A-A861489F8CC3&Options=&Search=>

The CGAM team has worked hand-in-hand with Full Court Press Communications (FCP) to expand the County's communications capacity during the term of the agreement. Throughout this collaboration, FCP has provided strategic counsel and guidance and supported efforts to communicate with residents about County initiatives. To this end, FCP has created informational and media materials, produced social media content, and designed graphics and presentations. FCP has provided valuable support in helping the County to reach residents with information about emergency preparedness, alert testing and evacuation drills, as well as on other issues of community interest before the Board of Supervisors.

**Prior Board Actions:**

December 10, 2019: Board of Supervisors received Communications Assessment Report from Full Court Press Communications

## FISCAL SUMMARY

<b>Expenditures</b>	<b>FY 19-20 Adopted</b>	<b>FY20-21 Projected</b>	<b>FY 21-22 Projected</b>
Budgeted Expenses	50,000		
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>50,000</b>		
<b>Funding Sources</b>			
General Fund/WA GF	50,000		
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>50,000</b>		

**Narrative Explanation of Fiscal Impacts:**

As of January 2020, \$88,800 of the initial agreement has been invoiced, leaving \$11,200 for the remainder of the agreement. This item requests an additional \$50,000 to fund this service through the end of the fiscal year. Department salary savings as a result of having vacancies in the Communications team will be utilized to fund the amended professional services agreement.

**Staffing Impacts:**

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<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

None

**Attachments:**

Attachment A: Draft Amendment

Attachment B: Executed Professional Services Agreement

**Related Items "On File" with the Clerk of the Board:**

None