



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 6/9/2020

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 2nd Amendment

Recommended Action:

- A) Authorize the County Administrator to execute a 2nd amendment to an agreement for communications consulting services with Full Court Press Communications, increasing the not-to-exceed amount from \$150,000 to \$200,000; and extending the term through 12/31/2020 in order to continue Covid-19 community communications as well as countywide high priority communications needs.
- B) Approve use of \$50,000 in General Fund Contingencies.

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 was deemed necessary and on 2/4/20 an amendment was approved by the Board to increase funding capacity.

Today's action requests authority for the County Administrator to execute a 2nd contract amendment, increasing the not-to-exceed amount from \$150,000 to \$200,000 and extending the term through 12/31/2020 mainly to be able to support Covid 19 community communications.

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 efforts. This unit has overall responsibility for the County's communications strategy. Most recently, as of 5/12/2020 the CAO Communications team was assigned countywide communications

coordinating duties, after the Emergency Operations Center closed down operations.

Given ongoing Covid 19 shelter in place and new tools such as the screening smart phone app tool launched by the County, overall communications planning and strategy support from Full Court Press is anticipated through the end of the calendar year.

Prior Board Actions:

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

FISCAL SUMMARY

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

Narrative Explanation of Fiscal Impacts:

The anticipated funding plan is that the cost of contract amendment will come from FY 2019-2020 contingencies and budgetary adjustments will be completed as part of year-end process.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

Attachment A: Draft Amendment #2

Agenda Date: 6/9/2020

Attachment B: Executed Professional Services Agreement

Related Items “On File” with the Clerk of the Board:

None