

**AMENDMENT TO BOARD OF SUPERVISORS
AGREEMENT NO. 20-113**

This Amendment to BOS Agreement No. 20-113 is entered into this 22nd day of JUNE, 2021, by and between the COUNTY OF MENDOCINO, a political subdivision of the State of California, hereinafter referred to as "COUNTY" and North Coast Opportunities, hereinafter referred to as "CONTRACTOR".

WHEREAS, BOS Agreement No. 20-113 was entered into on August 5, 2020; and

WHEREAS, upon execution of this document by the Chair of the Mendocino County Board of Supervisors and North Coast Opportunities, this document will become part of the aforementioned contract and shall be incorporated therein; and

WHEREAS, it is the desire of CONTRACTOR and COUNTY to extend the termination date set out in the original BOS Agreement No. 20-113, from June 30, 2021 to September; and

WHEREAS, it is the desire of CONTRACTOR and COUNTY to add Exhibit A2 to Exhibit A of the original BOS Agreement No. 20-113.

NOW, THEREFORE, we agree as follows:

1. The termination date set out in the original BOS Agreement No. 20-113 will be extended from June 30, 2021 to September 30, 2021.
2. Exhibit A2 will be attached to the original BOS Agreement No. 20-113.

All other terms and conditions of BOS Agreement No. 20-113 shall remain in full force and effect.

IN WITNESS WHEREOF

DEPARTMENT FISCAL REVIEW:

Darcie Antle 05/06/2021

DEPARTMENT HEAD DATE

Budgeted: ☒ Yes ☐ No

Budget Unit: DR2910

Line Item: 862189 Proj DR019

Grant: ☐ Yes ☒ No

Grant No.: _____

CONTRACTOR/COMPANY NAME

By: Patty Bruden

Date: 5/11/2021

NAME AND ADDRESS OF CONTRACTOR:

North Coast Opportunities

413 North State Street

Ukiah, CA 95482

COUNTY OF MENDOCINO

By: [Signature]
DAN GJERDE, Chair
BOARD OF SUPERVISORS

Date: JUN 23 2021

ATTEST:

CARMEL J. ANGELO, Clerk of said Board

By: Amap
Deputy

JUN 23 2021

I hereby certify that according to the provisions of Government Code section 25103, delivery of this document has been made.

CARMEL J. ANGELO, Clerk of said Board

By: Amap
Deputy

JUN 23 2021

INSURANCE REVIEW:

By: Carmel J. Angelo
Risk Management

05/06/2021

Date: _____

EXECUTIVE OFFICE/FISCAL REVIEW:

By: Janette Rau
Deputy CEO

05/06/2021

Date: _____

By signing above, signatory warrants and represents that he/she executed this Agreement in his/her authorized capacity and that by his/her signature on this Agreement, he/she or the entity upon behalf of which he/she acted, executed this Agreement

COUNTY COUNSEL REVIEW:

APPROVED AS TO FORM:

CHRISTIAN M. CURTIS,
County Counsel

By: Matthew Kiedrowski
Deputy

Date: 05/07/2021

Signatory Authority: \$0-25,000 Department; \$25,001- 50,000 Purchasing Agent; \$50,001+ Board of Supervisors

Exception to Bid Process Required/Completed ☐ _____

Mendocino County Business License: Valid ☐ _____

Exempt Pursuant to MCC Section: _____

Exhibit A2

Vaccine Awareness Project
In conjunction with Mask Awareness Project as part of COVID Awareness Project
North Coast Opportunities, Inc

Timeline: January 15, 2021 – September 30, 2021

Outreach target populations: Identified vulnerable populations

- ❖ **Youth**
- ❖ **Tribal**
- ❖ **Latinx**
- ❖ Low-income People/ People Living In Poverty
- ❖ People over 65
- ❖ People with critical health needs or disabilities

Goals:

- ❖ Decrease vaccine hesitancy
- ❖ Elucidate Mendocino County-specific vaccine happenings
- ❖ Amplify messaging from Mendocino County Public Health and populations most impacted by the pandemic in Mendocino County

Scope of Work:

- ❖ Attend meetings with county staff and elected officials to share public perception, grassroots efforts, and to be up to date on county operations
- ❖ Organize, attend, or support meetings with key groups in the county working on vaccine education outreach
 - Identify gaps and needs
 - Support network of groups providing vaccine education
- ❖ Maintain an active and comprehensive social media campaign with perennial messaging and time sensitive updates
 - Example of a perennial message: The vaccine is available free of charge
 - Example of a time sensitive update: Next Thursday, Public Health's vaccine clinic will be providing second doses of the Pfizer vaccine to people who received their first dose on January 7th.
- ❖ Include approved educational material weekly to Food Hub produce box recipients, who represent people living in poverty and many Latinx families
- ❖ Offer targeted outreach to people currently eligible for immunizations and for people soon to be eligible for immunizations
- ❖ Work in partnership with EPIC (Emergency Preparedness in Community) on shared goals
 - Utilize EPIC graphic designer for shared media graphics
 - Utilize EPIC matching funds with 6 grassroots organizations receiving mini-grants
 - Leverage Mask Awareness Project mini-grant network to bolster EPIC's outreach- which includes culturally relevant vaccine education
- ❖ Amplify Mendocino County Public Health Messaging through North Coast Opportunities' network

- ❖ Empower Mask Awareness Project mini-grantees to provide tailored vaccine education, provide educational materials for grassroots level outreach
- ❖ Support the Volunteer Network's efforts to mobilize volunteers to the vaccination clinics when necessary
- ❖ Provide educational material in English and Spanish to vaccination clinics
- ❖ Maintain a webpage on Healthymendocino.org including links, updates, and resources relevant to vaccines and COVID prevention. Healthy Mendocino staff will maintain and regularly update this page.

Specific Deliverables:

- ❖ Ensure that all outgoing flyers are available in English and Spanish
- ❖ Post to Facebook three or more times weekly with relevant vaccine information
- ❖ Communicate with County Health Officer regularly to ensure that outgoing information is accurate to Mendocino County
- ❖ Reach all regions of Mendocino County in outreach
- ❖ Reach 60% of people living in Mendocino County
- ❖ Support regionally diverse and demographically targeted mini-grantees
- ❖ Attend and/or host meetings with key partners in vaccine outreach at least three times per month

Budget:

Budget Item	Activity and Purpose/Justification	Cost Breakdown	Cost
Project Coordination	The part-time Project Coordinator will be responsible for coordination with partner agencies, volunteer recruitment, community outreach, and development of all proposed activities, as well as carrying out media campaign activities.	\$26.5/hour x 250 hours = \$6,625 30% fringe benefits = \$1,987	\$8,612.5
Travel	Project Coordinator will travel to conduct outreach in participating communities and to support	\$0.575/mile x 100 miles/month x 7.5 months	\$431.25
Translation Services	To ensure that all material is translated to regionally-relevant Spanish.	\$0.10/word x 10 documents x ~1,000 words each	\$1,000
Website upkeep, maintenance, and communication: Stipend	Healthy Mendocino, a Program of North Coast Opportunities, will maintain a webpage on healthymendocino.org, with regular updates	\$500/month x 7.5 months	\$3,750
Marketing	Marketing costs may include professional printing of banners, posters, boosts to Facebook posts, and other media costs.	\$500/month x 7.5 months	\$3,750
Promotional items	NCO will procure promotional items with vaccine messages to distribute in communities. These may include masks or other wellness material.	\$500/month x 7.5 months	\$3,750

Printing and Copying	Printing and copying of signage, posters, flyers, and documents	\$150/month x 7.5 months	\$1,125
Indirect Costs	Administrative overhead	8.3% of \$25,000	\$2,075
		TOTAL	\$24,493.74