



# Mendocino County

## Legislation Text

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File #: 20-0743, Version: 1

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**To:** Board of Supervisors

**From:** Executive Office

**Meeting Date:** August 4, 2020

**Department Contact:** Carmel J. Angelo

**Phone:** 463-4441

**Department Contact:** Darcie Antle

**Phone:** 463-4441

**Item Type:** Consent Agenda

**Time Allocated for Item:** N/A

**Agenda Title:**

Approval of Retroactive Agreement with North Coast Opportunities in the Amount of \$153,337 for COVID-19 Awareness and Education Campaign Services during COVID-19 Pandemic, Effective August 1, 2020 through June 30, 2021

**Recommended Action/Motion:**

Approve retroactive agreement with North Coast Opportunities in the amount of \$153,337 for COVID-19 Awareness and Education Campaign Services during COVID-19 Pandemic, effective August 1, 2020 through June 30, 2021; and authorize Chair to sign same.

**Previous Board/Board Committee Actions:**

None.

**Summary of Request:**

North Coast Opportunities (NCO) will work in close coordination with partners in Mendocino County's largest communities to plan and coordinate COVID-19 community education strategies, messages, and materials. NCO will use a range of approaches with the goal of reaching at least 75% of the adult population, with broad strategies designed for the general population as well as targeted strategies to reach Hispanic and Native American communities and the youth population. The proposed project will increase knowledge and awareness of COVID-19 facts and risks with the goal of increasing the utilization of effective prevention strategies, including social distancing and use of face coverings. The anticipated long-term outcome of the project is a reduced rate of COVID-19 spread in Mendocino County, especially among youth, the Latinx community, and the Native American community. This contract is retroactive in order to expedite getting the important message out to the community.

**Alternative Action/Motion:**

Return to staff for alternative handling

**Supervisory District:** All

**vote requirement:** Majority

Supplemental Information Available Online At: N/A

**Fiscal Details:**

**source of funding:** DR-2910-862189

**current f/y cost:** \$153,337 for the term of this contract

**annual recurring cost:** \$153,337 for the term of this contract

**budget clarification:** Disaster Recovery Budget Unit will cover the costs; however, the County will be request reimbursement for this service through FEMA Public Assistance or CARES Act

**Agreement/Resolution/Ordinance Approved by County Counsel:** Choose an item.

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**CEO Liaison:** Janelle Rau, Deputy CEO

**CEO Review:** Yes

**CEO Comments:**

**FOR COB USE ONLY**

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Executed By: Atlas Pearson, Deputy Clerk I

Date: August 5, 2020

**Note to Department** Number of Original Agreements

Returned to Dept: 0 Original Agreement Delivered to Auditor? Yes

Final Status: **Approved**

Executed Item: **Agreement** Number: 20-113

