



# Mendocino County

## Legislation Text

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File #: 21-0804, Version: 1

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**To:** Board of Supervisors

**From:** Executive Office

**Meeting Date:** July 13, 2021

**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 the Second Amendment to Agreement BOS-20-113 with North Coast Opportunities for COVID-19 Awareness and Education Campaign Services, Increasing the Amount from \$153,337 to \$177,831, Effective Upon Execution through September 30, 2021

**Recommended Action/Motion:**

Approve the second amendment to agreement BOS-20-113 with North Coast Opportunities for COVID-19 awareness and education campaign services, increasing the amount from \$153,337 to \$177,831, effective upon execution through September 30, 2021; and authorize Chair to sign same.

**Previous Board/Board Committee Actions:**

The Board approved the original agreement at the August 4, 2020 meeting and the first amendment to extend the contract from June 30, 2021 to September 30, 2121 at the June 22, 2021 meeting.

**Summary of Request:**

Since early on in this pandemic, North Coast Opportunities (NCO) has worked with primarily minority communities and the younger population, through its pre-established relationships with the targeted population. They have working relationships with the three Chambers of Commerce (Ukiah, Willits, and Fort Bragg), city governments, Ukiah Vecinos en Acción (UVA), family resource centers, and several programs within the NCO structure (e.g., Healthy Mendocino, Volunteer Network, Emergency Preparedness In Communities/EPIC, Head Start, People Helping People, Walk and Bike Mendocino).

For this contract, NCO has worked in close coordination with partners in Mendocino County's largest communities to plan and coordinate COVID-19 community education strategies, messages, and materials to 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. This amendment will increase the contract by \$24,494 to continue vaccine education and awareness to the scope.

Since February, NCO has mailed bilingual direct mailers to nearly 46,000 household, distributed more than 300 bilingual flyers over 85 locations, assisted in vaccine appointment for 166 clients who had technological challenges, printed five Spanish educational advertisements in the Al Punto newspaper, produced two

trilingual PSAs on KZYY, distributed incentive gifts to vaccinated individuals in addition to tabling at events to target Latinx populations, and other activities such supporting as vaccine-specific grants.

**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:** This amendment will be charged to the American Rescue Plan Act (ARPA) **budgeted in current f/y:** No

**current f/y cost:** \$177,831 for the term of this contract **if no, please describe:** unexpected cost from covid, unexpected revenue from ARPA

**annual recurring cost:** \$177,831 for the term of this contract **revenue agreement:** No

**budget clarification:** The additional of \$24,494 to the contract will be charged to ARPA

**Agreement/Resolution/Ordinance Approved by County Counsel:** Yes

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**CEO Liaison:** Executive Office

**CEO Review:** Yes

**CEO Comments:**

**FOR COB USE ONLY**

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Executed By: Atlas Pearson, Deputy Clerk I

Date: July 14, 2021

Final Status: Approved

Executed Item Type: Agreement Number: 20-113-A2

**Note to Department** Number of Original Agreements  
Returned to Dept: 0 Original Agreement Delivered to Auditor?  
No

