



RESOLUTION No. 19-508

OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA

RESOLUTION APPROVING AMENDMENT ONE TO THE PURCHASING CONTRACT (PESN3808) BETWEEN THE COUNTY OF NEVADA AND SHEILA CAMERON FOR THE PROVISION OF COUNTY PUBLIC WILDFIRE OUTREACH AND EDUCATION SERVICES, EXPANDING THE SCOPE OF SERVICES, INCREASING THE MAXIMUM CONTRACT PRICE FROM \$45,000 to \$90,000, EXTENDING THE CONTRACT TERM THROUGH JUNE 30, 2020, AND AUTHORIZING THE CHAIR OF THE BOARD OF SUPERVISORS TO EXECUTE THE AMENDMENT

WHEREAS, on July 16, 2019, the Nevada County Purchasing Agent approved a contract between the County of Nevada and Sheila Cameron for County Public Wildfire Outreach and Education Services in the amount of \$45,000 for a term of July 16, 2019 through December 31, 2019 for the Office of Emergency Services; and

WHEREAS, the County has identified a need to expand the scope of services provided by Sheila Cameron to include outreach, messaging, education, and coordination of the Board Objectives for the County and to extend the contract term through June 30, 2020; and

WHEREAS, to accommodate the additional services and time, the Parties desire to increase the contract by \$45,000 for a new maximum contract price of \$90,000.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Nevada, State of California, hereby approves Amendment One to the purchasing Personal Services Contract (PESN3808) by and between the County of Nevada and Sheila Cameron for County public wildfire outreach and education services, expanding the scope of services and increasing the maximum contract price from \$45,000 to \$90,000 (an increase of \$45,000) for the period July 1, 2019 through June 30, 2020, and authorizes the Chair of the Board of Supervisors to execute the Contract on behalf of the County of Nevada.

Funding:	0101-20702-414-1000/521520	\$45,000
	0101-10103-271-1000/521520	\$45,000

PASSED AND ADOPTED by the Board of Supervisors of the County of Nevada at a regular meeting of said Board, held on the 10th day of September, 2019, by the following vote of said Board:

Ayes: Supervisors Heidi Hall, Edward Scofield, Dan Miller, Susan K. Hoek and Richard Anderson.

Noes: None.

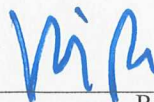
Absent: None.

Abstain: None.

ATTEST:

JULIE PATTERSON HUNTER
Clerk of the Board of Supervisors

By: 



Richard Anderson, Chair

9/10/2019 cc: OES*
AC* (Hold)

12/11/2019 cc: OES*
AC* (Release)
SC

AMENDMENT 1 TO PURCHASING CONTRACT (PESN3808) WITH SHEILA CAMERON


THIS AMENDMENT is executed this 10 day of September, 2019 by and between Sheila Cameron and County of Nevada. Said Amendment will amend the prior purchasing agreement (PESN 3898) between the parties entitled *County Public Wildfire Outreach and Education Services* executed on July 16, 2019.

WHEREAS, the parties desire to amend their agreement to allow or provide for expanding the Scope of Work, increasing the contract by \$45,000, resulting in a new maximum contract amount of \$90,000, and expanding the contract term through June 30, 2020; and

NOW, THEREFORE, the parties hereto agree as follows:

1. This amendment shall be effective as of September 10, 2019.
2. That paragraph 2 Maximum Contract Price is increased by \$45,000 for a new Maximum Contract Price of \$90,000.
3. That paragraph 3 Contract Termination Date shall be changed to the following: June 30, 2020.
4. That the Scope of Work, Exhibit "A" is amended and replaced in its entirety as attached hereto and incorporated herein;
5. That the Schedule of Charges and Payments, Exhibit "B" is amended and replaced in its entirety as attached hereto and incorporated herein;
6. That in all other respects the prior agreement of the parties shall remain in full force and effect except as amended herein.

COUNTY OF NEVADA

By: 
Honorable Richard Anderson
Chair of the Board of Supervisors

CONTRACTOR

By: 

ATTEST:

By: 
Julie Patterson Hunter
Clerk of the Board of Supervisors

APPROVED AS TO FORM:
COUNTY COUNSEL

By: 

Exhibit "A"

SCHEDULE OF SERVICES

Nevada County Office of Emergency Services:

Create a multi-media strategy to support a cultural shift in attitudes toward fire preparedness and prevention. Reach all residents with a clear message of awareness, education, and action. Create a movement that encourages residents and visitors to Nevada County to take responsibility for their own safety and personal responsibility for the safety of the Community. Continue to oversee awareness strategy and look for opportunities to share Ready Nevada County and its mission across all of Nevada County. Sheila Cameron will be the main point of contact and will work within County communication and approval standards to deliver projects on time.

All public facing materials, messages, and all forms of communications will be approved by County staff before being released publicly and/or shared with the stakeholders.

Support County in multi-media and community engagement strategy to increase awareness of Ready Nevada County initiatives using social media, radio, print, video and in-person events. Meet with County staff regularly to review status and strategy.

1. Post to the County of Nevada Office of Emergency Services' (OES) Facebook and Twitter accounts 1-2 times per day, as well as post to NextDoor at least once per week, with a goal of increased social engagement. Engagement metrics include post followers, likes, comments, and shares.
2. Manage sponsorship agreements and partnerships with local media to amplify Ready Nevada County messaging in print, online, and on the radio.
3. Launch coordinated multi-media campaign to increase the number of residents registered for the County's emergency alert system Code Red.
4. Manage Ready Nevada County campaign and associated grant funded programmatic graphic design needs by liaising with designer. Needs will be based on messaging goals and upcoming events. Graphic collateral could include: social media posts, media ad-buy graphics, social media event headers, flyers, postcards, handbooks, stickers, magnets, banners, etc.
5. Work with at least 10 local retailers to include Ready Nevada County Information, suggested retailers include: movie theaters, hardware stores, realtors, breweries, restaurants, contractors, hotels, campgrounds, insurance companies, designers, garden centers etc.
6. Attend quarterly Wildfire Prevention and Preparedness stakeholder meetings and look for opportunities to reduce siloed efforts in community outreach.
7. Provide Ready Nevada County information to community organizations and businesses that serve underserved or hard to reach populations. Suggested organizations and businesses include: County Social Services, CORR, FREED, Hospitality House, Places of Worship, 211, Gold Country Community Services, Assisted Living Facilities, and Mobile Home Parks.
8. Analyze web traffic and assist in editing and fixing redundancies, broken links, and elimination of outdated content for the Ready Nevada County site as needed.
9. Coordinate Ready Nevada County presence at regular community outreach events. Examples include: Nevada County Fair, Farmers Markets, First Friday Art Walk, library events, etc.
10. Draft regular press releases as they relate to Ready Nevada County events, programs, and initiatives.
11. Send press releases to local media and post to CivicPlus News Flash Module/s and Groupsites as relevant.
12. Coordinate weekly Ready Nevada County update interviews with KVMR for the Tuesday evening and Wednesday morning news show.
13. Schedule at 1-3 radio interviews per month on KNCO.
14. Work with local associations and events to increase Ready Nevada County Community coverage.
15. Participate in Ponderosa West Grass Valley Defense Zone Project planning meetings, develop website, coordinate radio interviews with project participants, draft press releases announcing the project launch, work with graphic designer to create project logo, letterhead and project map through July 31, 2019.



Nevada County Executive Office:

1. Post to the County of Nevada, CA social media sites (Facebook, Twitter, Instagram, NextDoor, LinkedIn) accounts on each Board Priority (wildfire, cannabis, homelessness, housing and economic development) each week, with a goal of increased social engagement. Engagement metrics include post followers, likes, comments, and shares.
2. Create strategic plan and recommendations for creating long-lasting sponsorship agreements and partnerships with local media to amplify messaging around Board Priorities.
3. Manage sponsorship agreements and partnerships with local media to amplify the County's Board Priority messaging in print, online, and on the radio.
4. Launch coordinated multi-media campaign to increase the number of residents subscribed to the County's weekly newsletter and use of e-tools (website, Ask Nevada County, social media sites).
5. Manage Board Priority awareness campaigns and associated programmatic graphic design needs by liaising with designer. Needs will be based on messaging goals and upcoming events. Graphic collateral could include: social media posts, media ad-buy graphics, social media event headers, flyers, postcards, handbooks, stickers, magnets, banners, etc.
6. Work with at least 10 local retailers to include County information on Board Priorities. Suggested retailers include: movie theaters, hardware stores, realtors, breweries, restaurants, contractors, hotels, campgrounds, insurance companies, designers, garden centers, etc.
7. Meet with agency directors and County staff overseeing each Board Priority to identify messaging goals and opportunities. Attend public and County meetings relevant to Board Priorities.
8. Assist with the development of videos produced on Board Priorities.
9. Identify gaps in County communications to hard to reach populations. Provide County information to community organizations and businesses that serve underserved or hard to reach populations. Suggested organizations and businesses include: County Social Services, CORR, FREED, Hospitality House, Places of Worship, 211, Gold Country Community Services, Assisted Living Facilities, and Mobile Home Parks.
10. Work with County contractors to amplify awareness around County supported services through contracts. Contractors include 211 Connecting Point, Turning Point, Hospitality House, etc.
11. Analyze web traffic and assist in editing and fixing redundancies, broken links, and elimination of outdated content for web pages related to County Board Priorities on MyNevadaCounty.com site as needed.
12. Coordinate County presence at regular community outreach events. Examples include: Nevada County Fair, Farmers Markets, First Friday Art Walk, street fairs, etc.
13. Assist in the coordination of Town Hall meetings associated with Board Priorities.
14. Increase awareness of County services and presence in the Eastern County/Truckee area.
15. Draft regular media releases as they relate to the County's Board Priorities and related events, programs, and initiatives.
16. Send media releases to local media and post to CivicPlus News Flash Module/s.
17. Coordinate weekly County interviews with KVMR for the Tuesday evening and Wednesday morning news show.
18. Schedule 1-3 radio interviews per month on KNCO.
19. Work with local associations and events to increase County community coverage. Some examples are Hospitality House, Sierra Roots and Salvation Army on homelessness; Nevada County Cannabis Alliance, local cannabis farmers and local cannabis businesses (such as Elevation 2477) on cannabis; Hospitality House, Mountain Housing Coalition and the cities of Grass Valley and Nevada City on housing; Economic Resource Council, Go Nevada County (The Union) and local broadband providers on economic development; and County Social Services, CORR, FREED, 211 Connecting Point and Fire Safe Council of Nevada County for wildfire.
20. Participate in Brunswick Commons planning meetings, develop website content on MyNevadaCounty, coordinate radio interviews with project participants, draft press releases announcing the project launch, work with graphic designer to create project logo, letterhead and project map.



Exhibit "B"

SCHEDULE OF CHARGES AND PAYMENTS

(Paid by County)

Payment schedules shall set forth specific milestones which relate to the schedule of services to be provided, as set forth in Exhibit "A", above. Please submit a summary of deliverables completed, as they relate to items in Exhibit A, with an invoice at each of the below dates to receive payment.

- Start of contract, July 16, 2019 = \$9,000 for OES activity
- August 12, 2019 = \$7,200 for OES activity
- September 12, 2019 = \$7,200 for OES activity
- October 12, 2019 = \$7,400 (\$5,000 for CEO activity and \$2,400 for OES activity)
- November 12, 2019 = \$7,400 (\$5,000 for CEO activity and \$2,400 for OES activity)
- December 12, 2019 = \$7,400 (\$5,000 for CEO activity and \$2,400 for OES activity)
- January 12, 2020 = \$7,400 (\$5,000 for CEO activity and \$2,400 for OES activity)
- February 12, 2020 = \$7,400 (\$5,000 for CEO activity and \$2,400 for OES activity)
- March 12, 2020 = \$7,400 (\$5,000 for CEO activity and \$2,400 for OES activity)
- April 12, 2020 = \$7,400 (\$5,000 for CEO activity and \$2,400 for OES activity)
- May 12, 2020 = \$7,400 (\$5,000 for CEO activity and \$2,400 for OES activity)
- June 12, 2020 = \$7,400 (\$5,000 for CEO activity and \$2,400 for OES activity)
- Total Contract maximum not to exceed: \$90,000.00

