

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY
AND RECORD OF ACTION**

June 11, 2024

FROM

DIANA ALEXANDER, Assistant Executive Officer, County Administrative Office

SUBJECT

Agreement With Dameron Communications for Consulting Services

RECOMMENDATION(S)

1. Approve **Agreement No. 24-489** with Dameron Communications for consulting services in support of equity and anti-racism priorities, practices, and recommendations, in the not-to-exceed amount of \$223,304, for the five-year term of June 11, 2024 through June 10, 2029.
2. Authorize the Auditor-Controller/Treasurer/Tax Collector to post the necessary budget adjustments to the County Administrative Office 2023-24 Budget, as detailed in the Financial Impact section (Four votes required).

(Presenter: Diana Alexander, Assistant Executive Officer, 387-4261)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Promote the Countywide Vision.

Ensure Development of a Well-Planned, Balanced, and Sustainable County.

FINANCIAL IMPACT

Approval of this item will not result in the use of additional Discretionary General Funding (Net County Cost). On June 13, 2023 (Item No. 99), the Board of Supervisors (Board) approved setting aside \$750,00 one-time funding for Countywide Vision Equity related projects in the Countywide Vision Equity Reserve. The County Administrative Office (Department) is requesting the use of the available Countywide Vision Equity Reserve funds in the amount of \$223,304 to fund the consulting services (Agreement) in support of equity and anti-racism priorities, practices, and recommendations. Under the terms of the contract, payment will be made upon completion of benchmarks by Dameron Communications (Dameron). The following budget adjustment to fund benchmarks as they are completed is requested:

Fund Center	Commitment/ GL Account	Description	Action	Amount
1100001000	52002445	Other Professional & Special Services	Increase	\$223,304
1000	37008766	Countywide Vision/Equity Reserve	Decrease	\$223,304

BACKGROUND INFORMATION

On June 23, 2020 (Item No. 129), the Board passed Resolution No. 2020-103 affirming racism as a public health crisis that results in disparities in family stability, health and mental wellness, education, employment, economic development, public safety, criminal justice, and housing.

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The resolution stated that the County would actively participate in the dismantling of racism by working with community partners to establish “Equity” as an eleventh element within the Countywide vision and to create the Equity Element Group (EEG). The EEG is comprised of community members and experts in health, education, economic development, law and justice, and other disciplines to identify programs, policies, and collaborations to address the effects, impacts, and prevention of racism.

The Agreement with Dameron will allow the Department, in conjunction with the EEG, to develop and implement a strategic communications plan that will support the equity and anti-racism priorities, practices, and recommendations that align with the Countywide Vision.

The proposed Agreement is for a five-year period, with annual evaluation by the EEG of services provided, termination upon 90 days’ notice, and funding not to exceed a total of \$223,304. The Agreement includes the following high-priority benchmarks and outcomes for the EEG and supporting communities:

- Design Countywide Communication Strategic Plan – providing the County and community with greater clarity on key touchpoints and approaches for effective messaging and establishing role accountability.
- Public Relations and Community Outreaches – planning and executing effective scheduled communications to key stakeholder groups with respect to all equity work advanced, including championing opportunities and public proposals for capacity building, procurement success, and economic development.
- Digital Infrastructure – design and implement an organizational branding and social media platform in alignment with County priorities culturally relevant and responsive to EEG initiatives.
- Marketing – design and implement various marketing campaigns, including providing survey and evaluation feedback on effectiveness and reach.

The EEG, together with the Assistant Executive Officer and Department team members, will provide project management oversight, strategy, design, and implementation support for this Agreement, ensuring at least an annual assessment and review of the Countywide Communication Strategic Plan and strategies implemented.

PROCUREMENT

The Department approved and authorized the release of Request for Proposals (RFP) No. CAO123-CAO4-4978, to solicit proposals from interested and qualified agencies to provide consulting services in support of a strategic communications plan. The RFP was posted on the County’s Electronic Procurement Network (ePro) and became available to vendors on June 21, 2023.

One proposal was received by the established deadline in response to the RFP. The proposal was reviewed for completeness and acceptability by the Department and the EEG, and it was determined that Dameron met the needs of the County. A notice of Intent to Award letter was sent on February 26, 2024.

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REVIEW BY OTHERS

This item has been reviewed by County Counsel (Julie Surber, Principal Assistant County Counsel, 387-5455) on May 29, 2024; Auditor-Controller/Treasurer/Tax Collector (Mima Ugbo, Auditor-Controller Manager, 382-3195) on May 31, 2024; Purchasing (Ariel Gill, Supervising Buyer, 387-2070) on May 29, 2024; Finance (Erika Rodarte, Administrative Analyst, 387-4919) on May 29, 2024; and Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5426) on May 30, 2024.

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Record of Action of the Board of Supervisors
San Bernardino County

APPROVED (CONSENT CALENDAR)

Moved: Joe Baca, Jr. Seconded: Curt Hagman
Ayes: Col. Paul Cook (Ret.), Jesse Armendarez, Dawn Rowe, Curt Hagman, Joe Baca, Jr.

Lynna Monell, CLERK OF THE BOARD

BY 
DATED: June 11, 2024



cc: CAO - Alexander w/ agree
Contractor c/o CAO w/ agree
File w/ agree
JLL 06/24/2024