

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

**August 25, 2020**

**FROM**

**GARY McBRIDE, Chief Executive Officer, County Administrative Office**

**SUBJECT**

Amendment No. 2 to Contract with Westbound Communications for COVID-19 Countywide Communication Strategies

**RECOMMENDATION(S)**

Approve Amendment No. 2 to Contract 20-621 with Westbound Communications to continue to provide countywide communication strategies related to COVID-19, increasing the contract amount by \$246,475 from \$449,000 to the not-to-exceed amount of \$695,475, with no change to the contract term ending December 31, 2020.

(Presenter: Gary McBride, Chief Executive Officer, 387-5417)

**COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES**

**Improve County Government Operations.**

**Operate in a Fiscally-Responsible and Business-Like Manner.**

**Provide for the Safety, Health and Social Service Needs of County Residents.**

**FINANCIAL IMPACT**

Approval of Amendment No. 2 to Contract No. 20-621 will not result in the use of Discretionary General Funding (Net County Cost). The increased cost of \$246,475 of this amendment resulting from the COVID-19 pandemic is eligible for and will require the County to use Federal Coronavirus Aid, Relief, and Economic Security (CARES) Act Coronavirus Relief Funds if no other COVID-19 related federal or state funding is available.

**BACKGROUND INFORMATION**

Approval of this Amendment No. 2 by the Board of Supervisors (Board) is necessary to address immediate needs of the County in dealing with the COVID-19 pandemic.

The COVID-19 virus originated in Wuhan, China in late 2019 and began spreading, initially, within China and then to other countries. On January 30, 2020, the World Health Organization declared the outbreak to be a “public health emergency of international concern”. This was followed on January 31, 2020 by the United States Human Services Secretary declaring a public health emergency. Cases internationally, within the US and within California (as evidenced by the Governor’s Proclamation) continue to rise.

On March 4, 2020, the State of California declared a state of emergency as a result of the COVID-19 outbreak due to the rising number of confirmed cases and anticipated complications for those infected, including potential deaths. On March 10, 2020, the County Public Health Officer declared a local health emergency to help ensure county government and the public

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were prepared for the possibility that COVID-19 will appear within the county. On March 10, 2020 (Item No. 75), the Board proclaimed the existence of a local emergency within San Bernardino County resulting from COVID-19, which causes infectious disease resulting in symptoms of fever, coughing and shortness of breath with outcomes ranging from mild to severe illness and in some cases, death.

On April 16, 2020, the Purchasing Agent signed Contract 4400014904 for Westbound Communications to provide the County with a communications strategy for COVID-19 for the period April 16, 2020 through October 16, 2020 for \$199,000. The scope of work under this contract included a proactive, clear, consistent countywide communications strategy for COVID-19 primarily related to health and safety, assisted by messaging through a communications command center, County website, social platforms, and media briefings.

On June 3, 2020, Governor Newsom issued Executive Order N-67-20 calling for many changes to the way the November 3, 2020 Presidential General Election will be conducted to ensure all voters are able to cast a ballot safely and securely during the COVID-19 pandemic. On August 11, 2020 (Item No. 21), the Board ratified Amendment No. 1 to this contract (County Contract No. 20-621) that was approved by the CEO on July 31, 2020. Amendment No. 1 added voter information communication duties to the scope of work of the original contract so that Westbound Communications could assist the Registrar of Voters with development and implementation of strategies to engage the community and inform them of the State mandated changes to how the 2020 Presidential General Election would be conducted. Amendment No. 1 extended the term of the contract from October 16, 2020, to December 31, 2020, and increased the contract amount by \$250,000 for the voter information related scope of work. Due to the continued threat of COVID-19, the need for a COVID-19 communications strategy continues to exist. Approval of Amendment No. 2 to this contract will increase the contract amount by \$246,475 for continuing the countywide communications strategy portion of the scope of work through December 31, 2020, including the use of media to encourage the public to get tested for COVID-19.

**PROCUREMENT**

On March 10, 2020 (Item No. 75), the County proclaimed the existence of a local emergency within San Bernardino County resulting from COVID-19. There was a need for the County to communicate COVID-19-related information, including health orders and response strategies to the public. As a result of the emergency, the County obtained the services of Westbound Communications for the original contract period of April 16, 2020 through October 16, 2020 through a non-competitive procurement. Per County Policy 11-05, the Purchasing Agent may approve competitive and non-competitive purchase of services where the annual aggregate cost, per scope of services, per vendor, per agency, does not exceed \$200,000 during a single annual period. County Purchasing recognized the COVID-19 emergency and importance of communication and response to the public, and supported the non-competitive procurement with Westbound Communications.

Amendment No. 1 to this contract was approved by the CEO on July 31, 2020 under the delegated authority granted to the CEO by the Board on July 28, 2020 (Item No. 72), where the CEO may execute all amendments to previous-approved contracts to the extent the amendments to such contracts are in excess of the Purchasing Agent authority, so long as the total contract amount does not exceed \$5 million. Amendment No. 1 increased the contract amount to \$449,000, exceeding the Purchasing Agent's authority under Policy 11-05. Under delegated authority, the CEO signed Amendment No. 1 to this contract since time was of the

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essence in developing the voter education scope of work. Amendment No. 2 is being presented to the Board because the increased amended amount of the contract is greater than the Purchasing Agent's authority per Policy 11-05.

**REVIEW BY OTHERS**

This item has been reviewed by County Counsel (Penny Alexander-Kelley, Chief Assistant County Counsel, 387-4270) on August 6, 2020; Purchasing Department (Michelle Churchill, Buyer III, 387-2070) on August 3, 2020; Finance (Stephenie Shea, Administrative Analyst, 387-4919) on August 3, 2020; and Finance and Administration (Matthew Erickson, County Chief Financial Officer, 387-5423) on August 7, 2020.

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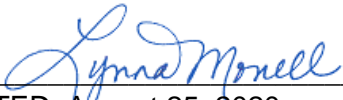
Record of Action of the Board of Supervisors  
County of San Bernardino

**DEFERRED/CONTINUED TO TUESDAY, SEPTEMBER 15, 2020**

Moved: Robert A. Lovingood Seconded: Josie Gonzales

Ayes: Robert A. Lovingood, Janice Rutherford, Dawn Rowe, Curt Hagman, Josie Gonzales

Lynna Monell, CLERK OF THE BOARD

BY   
DATED: August 25, 2020



cc: File- Administrative Office w/attach  
la 09/3/2020