



Contract Number

22-158 A-1

SAP Number

Registrar of Voters

Department Contract Representative	Stephenie Shea
Telephone Number	909-387-2100
Contractor	Westbound Communications, Inc.
Contractor Representative	Carrie Gilbreth
Telephone Number	On File
Contract Term	3/1/2022 through 2/28/2025
Original Contract Amount	\$2,954,000
Amendment Amount	
Total Contract Amount	\$2,954,000
Cost Center	6800001000

AMENDMENT NO. 1 to CONTRACT NO. 22-158 CONTRACT FOR VOTER EDUCATION PROGRAM AND OUTREACH ACTIVITIES

IT IS HEREBY AGREED AS FOLLOWS:

The following is Amendment No. 1 to the Contract between San Bernardino County (County) and Westbound Communications, Inc. (Consultant), for a voter education program and outreach activities.

WHEREAS, on March 1, 2022, the Board of Supervisors (Board) approved Contract No. 22-158 (Contract), with Westbound Communications, Inc. (Westbound) to provide a voter education program and outreach activities, for the period of March 1, 2022 through February 28, 2025 with two one-year renewal options, in an amount not to exceed \$2,954,000; and

WHEREAS, on October 24, 2023, the Board approved an unbudgeted fixed asset purchase of one vehicle for voter education outreach and general travel support; and

WHEREAS, the County desires to expand its current voter education and outreach activities to include the BallotMobile traveling voter education outreach vehicle; and

WHEREAS, Westbound staff will assist the County with driving this vehicle across the County, including unincorporated and far-reaching areas;

NOW, THEREFORE, in consideration of mutual covenants and conditions, the parties hereto agree to amend the Contract as follows:

1. The above listed recitals are incorporated into the Contract and the Parties represent that they are true and correct.
2. Attachment A is deleted and replaced to read as attached hereto.
3. Section C., GENERAL CONTRACT PROVISIONS is amended to add sections C.52, and C.53 to read as follows:

C.52. 50 Executive Order N-6-22 Russia Sanctions

On March 4, 2022, Governor Gavin Newsom issued Executive Order N-6-22 (the EO) regarding Economic Sanctions against Russia and Russian entities and individuals. "Economic Sanctions" refers to sanctions imposed by the U.S. government in response to Russia's actions in Ukraine (<https://home.treasury.gov/policy-issues/financial-sanctions/sanctions-programs-and-country-information/ukraine-russia-related-sanctions>), as well as any sanctions imposed under state law (<https://www.dgs.ca.gov/OLS/Ukraine-Russia>). The EO directs state agencies and their contractors (including by agreement or receipt of a grant) to terminate contracts with, and to refrain from entering any new contracts with, individuals or entities that are determined to be a target of Economic Sanctions. Accordingly, should it be determined that Contractor is a target of Economic Sanctions or is conducting prohibited transactions with sanctioned individuals or entities, that shall be grounds for termination of this Contract. Contractor shall be provided advance written notice of such termination, allowing Contractor at least 30 calendar days to provide a written response. Termination shall be at the sole discretion of the County.

C.53. Campaign Contribution Disclosure (SB 1439)

Contractor has disclosed to the County using Attachment H, whether it has made any campaign contributions of more than \$250 to any member of the Board of Supervisors or other County elected officer [Sheriff, Assessor-Recorder-Clerk, Auditor-Controller/Treasurer/Tax Collector and the District Attorney] within the earlier of: (1) the date of the submission of Contractor's proposal to the County, or (2) 12 months before the date this Contract was approved by the Board of Supervisors. Contractor acknowledges that under Government Code section 84308, Contractor is prohibited from making campaign contributions of more than \$250 to any member of the Board of Supervisors or other County elected officer for 12 months after the County's consideration of the Contract.

In the event of a proposed amendment to this Contract, the Contractor will provide the County a written statement disclosing any campaign contribution(s) of more than \$250 to any member of the Board of Supervisors or other County elected officer within the preceding 12 months of the date of the proposed amendment.

Campaign contributions include those made by any agent/person/entity on behalf of the Contractor or by a parent, subsidiary or otherwise related business entity of Contractor.

4. Section F., FISCAL PROVISION, subsection F.3, is hereby amended to read as follows:

F.3 Consultant shall provide County itemized monthly invoices, in arrears, and in a format acceptable to the County for services performed under this Contract within twenty (20) days of the end of the previous month. The County shall make payment to Consultant within thirty (30) working days after receipt of invoice or the resolution of any billing dispute.

5. All other terms and conditions of the contract remain in full force and effect.

IN WITNESS WHEREOF, San Bernardino County and the Contractor have each caused this Amendment to be subscribed by its respective duly authorized officers, on its behalf.

SAN BERNARDINO COUNTY

▶ Dawn Rowe
 Dawn Rowe, Chair, Board of Supervisors

Dated: DEC 19 2023
 SIGNED AND CERTIFIED THAT A COPY OF THIS DOCUMENT HAS BEEN DELIVERED TO THE CHAIRMAN OF THE BOARD

By Liyana Monell
 Liyana Monell, Deputy
 County of the Board of Supervisors
 San Bernardino County



Westbound Communications, Inc.
 (Print or type name of corporation, company, contractor, etc.)
 By ▶ Carrie Gilbreth
 (Authorized signature - sign in blue ink)

Name Carrie Gilbreth
 (Print or type name of person signing contract)
 Title Managing Partner
 (Print or Type)

Dated: 12/8/2023
 Address 3649 Mission Inn Avenue, First Fl. Rotunda
Riverside, CA 92501

FOR COUNTY USE ONLY

Approved as to Legal Form
 ▶ Johana Grider
 Johana Grider, Deputy County Counsel
 Date 12/12/23

Reviewed for Contract Compliance
 ▶ _____
 Date: _____

Reviewed/Approved by Department
 ▶ Stephanie Shea
 Stephanie Shea, Registrar of Voters
 Date 12/11/23



Voter Education Program

Scope of Work

Overview

San Bernardino County ("County") is the largest county by area in the contiguous United States, covering more than 20,000 square miles. The County borders Riverside, Los Angeles, Orange, Kern, and Inyo counties, as well as the states of Arizona and Nevada. The County is comprised of both urban and rural communities – 24 of which are incorporated cities and towns. More than 90% of the County is within the desert region, with the remaining areas in mountain and valley regions. The population in 2020 was 2.18 million people, with 43% speaking a language other than English in their home. The population is projected to grow 16% over the next 24 years.

The County's Registrar of Voters (ROV) office is responsible for conducting efficient and impartial elections, and providing the means by which every eligible citizen in the county can exercise their voting rights and privileges, as provided by the laws and regulations that govern elections in California. ROV conducts all federal, state, county, city, school district and special district elections for the citizens of the County. The County has more than 1.1 million registered voters. All active registered voters are sent mail ballots, but each voter has the option to vote in person instead of by mail. As with other California counties, the San Bernardino County is experiencing increases in the overall number of registered voters.

ROV's current voting model consists of more than 300 polling places, five satellite voting sites, and 75 mail ballot drop boxes. ROV's current voting system consists of both hardware and software used to design paper ballots; program electronic voter rosters on poll pads, accessible ballot marking devices and ballot scanners; scan paper ballots; tabulate votes; and produce election results.

Strategies

Provide voters in San Bernardino County with the necessary information to make an informed choice concerning voting method options.

- Engage the community to inform voters on how the upcoming election(s) will be conducted
- Educate voters that they will be mailed a ballot and the choices they have for marking and casting their ballots (mail-in option or dropping off at polling locations and secure ballot box drop off locations), as well as option to vote in person at a polling place
- Educate voters about voting instructions
- Educate voters on the accuracy of Dominion Voting Systems ballot marking and vote tallying equipment and software
- Educate voters on observation opportunities at the Registrar of Voters office
- Assist with media, social media and voter education in the months prior to the election throughout the election canvass period and in the event of any recounts. This includes on-site assistance on Election Day and Night with media and public observers, as well as on-site media assistance, as needed.

Approach

- Develop and repurpose materials for educating voters about the mail-in voting system, the voting tracking system, election security/integrity measures, voting system, observation opportunities, ballot marking and ballot return methods.
- Develop materials and/or scripts for educating voters who cast a ballot in person about how to use new ballot scanning devices in polling places.
- Assemble community partners to help provide feedback in the voter education process
- Identify effective outreach practices from other counties and build on the successes of previous voter education campaigns.
- Collaborate with local voters rights advocacy groups, local political party representatives, and community-based organizations
- Assist County Supervisors to educate and inform their constituents.
- Monitor misinformation on social media affecting public perception of election processes and results and possible response strategies for ROV.
- Create voter education content for Voter Information Guides, website, mailers, newsletters, etc.

Priority Audiences

Registered voters in San Bernardino County, with additional focus on voters with limited English proficiency, seniors and persons with disabilities, residents of areas with below average voter-turnout, and young or first-time voters.

Key Tactics

Provide Resource Tools in both English and Spanish:

- **Website:** Identify opportunities to improve County's ROV website to educate voters on the mail-in voting process and election security/integrity. All collateral materials will be available in English, Spanish, and all other Federal and State required languages.
- **Video Public Service Announcements:** Develop a series of video PSAs targeted to specific audiences to be used as commercials, posted on social media and shared with community partners.
- **Presentations (Town Halls):** Develop a template for PowerPoint presentations that can be given virtually to cities and community organizations, streamed live or made available on social media, and also have the ability to be shared by community partners (English and Spanish).

Community Outreach Plan:

- **Community Partners:** Work with the County on establishing a comprehensive list of community partners including identification of new partners, particularly those who serve seniors, persons with disabilities and limited English proficiency communities. Community partners may include voter advocacy groups, nonprofit organizations, community-based and private sector organizations (including Realtor groups), cities, other county departments and government agencies, and American Association of Political Consultants (AAPC.org)
- **Database Development:** Develop a comprehensive database of community partners with contact information.
- **Virtual Presentations:** Conduct virtual educational presentations in English and Spanish for the County and community partners and about the voting process and election security/integrity.
- **Outreach Materials:** Develop ready-made content in English, Spanish and all other Federal and State required languages for community partners to share in their newsletters, blog, social media platforms and websites. The materials should include text, graphics and videos.
- **Social Media Responses:** Prepare responses to commonly asked questions/concerns. Monitor all the County's Social Media platforms for questions, concerns or misinformation. Prepare responses that are proactive and timely.
- **Targeted Community Outreach:** Identify targeted areas with low voter turnout and/or limited English proficiency. Partner with advocacy groups or other partners to help engage and educate residents.
- **Employers:** Identify potential employers who hire hard-to-reach populations.
- **First-Time/Young Voters:** Develop a plan to engage young voters, high school aged voters.
- **College/University Voters:** Develop a plan to engage partnerships with colleges and universities in an effort to expand the engagement of young voters.
- **New Residents:** Develop a partnership with realtor organizations to engage new residents including voter registration process and how to vote.
- **Hospitals/Long term Care Facilities/Detention Centers:** Establish a partnership with key personnel at the facilities to educate residents about mail ballot and emergency voting options.
- **Media:** Develop a comprehensive database of English and non-English media outlets. Develop advertisement for all media platforms, i.e. newspaper, cable TV, social media, radio, billboard, etc. Contract with these media outlets to provide these services and will be responsible for the payment. In turn ROV will be billed for these services from Consultant.
- **Outreach at ROV and other County Departments:** Create media in the form of posters, flyers, and videos to either display at public counters, bulletin boards, run PSAs in office lobbies, etc.
- **Utilize the County's BallotMobile traveling voter education vehicle to conduct voter education outreach throughout the County.** Westbound staff will drive the vehicle across the County, including unincorporated and far-reaching areas, sharing information on voter registration, important election dates, and the multiple ways to vote. This vehicle will also carry outreach materials and supplies an expandable Instagram wall for voters to take photos at various events.



ATTACHMENT H

Senate Bill 1439

Contractor Information Report

DEFINITIONS

Actively supporting the matter: (a) Communicate directly, either in person or in writing, with a member of the Board of Supervisors or other County elected officer [Sheriff, Assessor-Recorder-Clerk, District Attorney, Auditor-Controller/Treasurer/Tax Collector] with the purpose of influencing the decision on the matter; or (b) testifies or makes an oral statement before the County in a proceeding on the matter; or (c) communicates with County employees, for the purpose of influencing the County's decision on the matter; or (d) when the person/company's agent lobbies in person, testifies in person or otherwise communicates with the Board or County employees for purposes of influencing the County's decision in a matter.

Agent: A third-party individual or firm who is representing a party or a participant in the matter submitted to the Board of Supervisors. If an agent is an employee or member of a third-party law, architectural, engineering or consulting firm, or a similar entity, both the entity and the individual are considered agents.

Otherwise related entity: An otherwise related entity is any for-profit organization/company which does not have a parent-subsidary relationship but meets one of the following criteria:

- (1) One business entity has a controlling ownership interest in the other business entity;
- (2) there is shared management and control between the entities; or
- (3) a controlling owner (50% or greater interest as a shareholder or as a general partner) in one entity also is a controlling owner in the other entity.

For purposes of (2), "shared management and control" can be found when the same person or substantially the same persons own and manage the two entities; there are common or commingled funds or assets; the business entities share the use of the same offices or employees, or otherwise share activities, resources or personnel on a regular basis; or there is otherwise a regular and close working relationship between the entities.

Parent-Subsidiary Relationship: A parent-subsidiary relationship exists when one corporation has more than 50 percent of the voting power of another corporation.

Contractors must respond to the questions on the following page. If a question does not apply respond N/A or Not Applicable.

1. Name of Contractor: Westbound Communications Inc.

2. Name of Principal (i.e., CEO/President) of Contractor, if the individual actively supports the matter and has a financial interest in the decision:

N/A

3. Name of agent of Contractor:

Company Name	Agent(s)
N/A	

4. Name of any known lobbyist(s) who actively supports or opposes this matter:

Company Name	Contact
N/A	

5. Name of Subcontractor(s) (including Principal and Agent(s)) that will be providing services/work under the awarded contract if the subcontractor (1) actively supports the matter and (2) has a financial interest in the decision and (3) will be possibly identified in the contract with the County or board governed special district.

Company Name	Subcontractor(s):	Principal and//or Agent(s):
N/A		

6. Is the entity listed in Question No.1 a nonprofit organization under Internal Revenue Code section 501(c)(3)?

Yes No

7. Name of any known individuals/companies who are not listed in Questions 1-5, but who may (1) actively support or oppose the matter submitted to the Board and (2) have a financial interest in the outcome of the decision:

Company Name	Individual(s) Name
N/A	

8. Was a campaign contribution, of more than \$250, made to any member of the San Bernardino County Board of Supervisors or other County elected officer on or after January 1, 2023, by any of the individuals or entities listed in Question Nos. 1-7? N/A

No If **no**, please skip Question No. 9 and sign and date this form.

Yes If **yes**, please continue to complete this form.

9. Name of Board of Supervisor Member or other County elected officer: N/A

Name of Contributor: N/A

Date(s) of Contribution(s): N/A

Amount(s): N/A

Please add an additional sheet(s) to identify additional Board Members/County elected officer to whom anyone listed made campaign contributions.

By signing the Contract, Contractor certifies that the statements made herein are true and correct. Contractor understands that the individuals and entities listed in Question Nos. 1-7 are prohibited from making campaign contributions of more than \$250 to any member of the Board of Supervisors or other County elected officer while award of this Contract is being cons.