



# San Bernardino County

## Legislation Text

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**File #: 2478, Agenda Item #: 98**

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

**June 23, 2020**

**FROM**

**SANDY HARMSSEN, Interim Director, Workforce Development Department**

**SUBJECT**

Amendment to Contract for Professional Communication and Media Coordination Services with the 20/20 Network, LLC

**RECOMMENDATION(S)**

Approve Amendment No. 2 to Contract No. 16-467 for professional communication and media coordination services with The 20/20 Network, LLC to extend the contract term for an additional year, for a total contract period of July 1, 2016 through June 30, 2021, and increase the contract amount by \$120,000 from \$480,000 to \$600,000.

(Presenter: Sandy Harmsen, Interim Director, 387-9862)

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

**Promote the Countywide Vision.**

**Create, Maintain and Grow Jobs and Economic Value in the County.**

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

**FINANCIAL IMPACT**

This item will not impact Discretionary General Funding (Net County Cost). The combined expenditures of this contract, as amended, will not exceed \$600,000 and will be fully funded through Workforce Innovation and Opportunity Act (WIOA) allocations for the period of July 1, 2016 through June 30, 2021. Sufficient revenue and appropriation for the proposed contract has been included in the Workforce Development Department's (WDD) 2020-21 budget, and will be included in future recommended budgets.

**BACKGROUND INFORMATION**

Approval of the proposed second amendment to the contract with The 20/20 Network, LLC will allow the continued provision of professional communication and media coordination services to promote and raise the profile of the Workforce Development Board (WDB) throughout the region.

Under the contract terms, the services provided by The 20/20 Network, LLC expand media coverage by distributing press releases and relevant press information announcing WDB's specific events, initiatives, and milestones. The 20/20 Network, LLC tracks media trends and prepares quarterly updates to the WDB to assess promotion and public awareness of WDD's services. The 20/20 Network, LLC also coordinates and arranges monthly meetings to discuss future work, and prepares and presents annual success stories of businesses and individuals who have benefitted from WDD's programs.

The 20/20 Network, LLC offers a vast network of connections including schools, cities, professional organizations, and community groups which is highly desirable in a communications and media service provider. They have also developed WDD's COVID-19 Small Business Online Survey and they post daily to the WDB social media to advertise WDD events, services, workshops, successes, job fairs, recruitments and workshops. Additionally, the firm's members sit on numerous Inland Empire boards and are active members in regional collaboratives.

#### **PROCUREMENT**

On June 28, 2016 (Item No. 90), as the result of a competitive process, the San Bernardino County Board of Supervisors (Board) approved Agreement No. 16-467 with The 20/20 Network, LLC to provide professional communications and media coordination services under WIOA in the amount of \$360,000 for a three-year period of July 1, 2016 through June 30, 2019.

The contract with The 20/20 Network, LLC includes Sections V and VIII providing an option to extend the contract for two additional one-year terms. On June 25, 2019, the Board approved Amendment No. 1, extending the contract term for an additional year, for a total contract period of July 1, 2016 through June 30, 2020, and increasing the contract amount from \$360,000 to \$480,000.

This item seeks to exercise the second of the two one-year extension options, amending the contract term to expire on June 30, 2021, and increasing the total contract amount by \$120,000 from \$480,000 to \$600,000. The department intends to go out to RFP at the end of the year as there are no positions within WDD available with similar expertise to provide this service.

#### **REVIEW BY OTHERS**

This item has been reviewed by County Counsel (Sophie A. Akins, Deputy County Counsel, 387-5455) on June 2, 2020; Finance (Kathleen Gonzalez, Administrative Analyst, 387-5412) on June 2, 2020; Purchasing (Michelle Churchill, Supervising Buyer, 387-2070) on June 9, 2020; and County Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5423) on June 9, 2020.