



# Board Agenda Item 28

DATE: February 22, 2022

TO: Board of Supervisors

SUBMITTED BY: Lisa A. Smittcamp, District Attorney  
Paul Nerland, County Administrative Officer

SUBJECT: Agreement with OUTFRONT Media Inc.

RECOMMENDED ACTION(S):

- 1. Make it a finding that it is in the best interest of the County to waive the competitive bidding process consistent with Administrative Policy No. 34 for unusual or extraordinary circumstances for a Fentanyl Awareness Campaign; and**
- 2. Approve and authorize the Chairman to execute an Agreement with OUTFRONT Media Inc. for a Fentanyl Awareness Campaign, effective March 7, 2022, not to exceed five consecutive years, which includes a three-year base contract with two optional one-year extensions, total not to exceed \$156,170; and**
- 3. Approve and authorize Clerk of the Board to execute Budget transfer number 42 transferring FY 2021-22 appropriations in the amount of \$100,000 from Account 6100 (Salaries) to Account 7295 (Professional and Specialized Services) within the District Attorney Org 2860, to fund the District Attorney portion of the agreement.**

There is no increase in Net County Cost associated with the recommended actions. Approval of the recommended agreement will allow the District Attorney's Office (DA) and the County Administrative Office (CAO) to continue the Fentanyl Awareness Campaign throughout the County. On August 5, 2021 the County of Fresno Purchasing Division executed Purchasing Agreement P-21-291 with OUTFRONT Media Inc. to provide Fentanyl Awareness marketing using billboards and geofencing. The recommended Board agreement will allow for the continuation of services for this valuable campaign as the original Purchasing Agreement was for a seven-month term, ending March 5, 2022. This item is countywide.

ALTERNATIVE ACTION(S):

If the recommended action is not approved, the DA and the CAO would not be able to continue the Fentanyl Awareness Campaign, which would impact the ability to get this valuable information out to the community.

SUSPENSION OF COMPETITION/SOLE SOURCE CONTRACT:

The department requests the Board to waive the competitive bidding process consistent with Administrative Policy No. 34. As the largest outdoor media company locally and a leader in the industry, Outfront Media, Inc. is the vendor best able to quickly produce and get this vital information out to the public. The ISD-Purchasing concurs with both Department's request to suspend the competitive bidding process.

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended actions. Sufficient

appropriations are available in the FY 2021-22, District Attorney Org 2860 Adopted Budget and in the CAO's Interest and Miscellaneous Org 2540 FY 2021-22 Adopted Budget. Approval of the third recommended action will allow the transfer of FY 2021-22 appropriations in the amount of \$100,000 within the District Attorney Org 2860 from account 6100 (Salaries) to account 7295 (Professional and Specialized Services) to create the additional appropriations necessary to fund the DA's portion of the recommended agreement.

Services provided under the recommended agreement shall not exceed \$156,170 over the five-year term for the DA or CAO. Sufficient appropriations and estimated revenues for the agreement will be included in subsequent budget requests for the District Attorney Org 2860 and County Administrative Office Org 2540.

DISCUSSION:

On August 5, 2021, the County executed Purchasing Agreement P-21-291 with OUTFRONT Media Inc. to provide a Fentanyl Awareness Campaign using billboards and geofencing for the DA and the CAO. The original Purchasing Agreement was for a seven-month term, ending March 5, 2022, and contained a maximum compensation not to exceed \$194,520.

The recommended agreement has a maximum compensation amount of \$156,170, with a term ending March 6, 2025, with two optional one-year extensions. Approval of the recommended actions will allow the DA and the CAO to continue the Fentanyl Awareness Campaign.

Fentanyl is a highly addictive respiratory sedative/pain killer. Its use has reached epidemic levels on the east coast of the United States, and it is now here in Fresno County. OUTFRONT Media Inc. will provide a campaign that is unique and heavily focused on out of the home advertising, digital, and mobile ads. The Departments believe that this type of advertising will be effective in helping to educate the public about the dangers of Fentanyl use.

ATTACHMENTS INCLUDED AND/OR ON FILE:

Suspension of Competition Acquisition Request  
On file with Clerk - Agreement with OUTFRONT Media Inc.  
On file with Clerk - Budget Transfer No. 42  
On file with Clerk - Purchasing Agreement P-21-291

CAO ANALYST:

Yussel Zalapa