



Board Agenda Item 34

DATE: November 7, 2023

TO: Board of Supervisors

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

SUBJECT: First Amendment to Agreement with Univision Television Group, Inc.

RECOMMENDED ACTION(S):

Approve and authorize the Chairman to execute First Amendment to Agreement A-22-449 with Univision Television Group, Inc. to continue the Fentanyl Awareness advertising campaign, effective upon execution with no change in the term through September 19, 2025, with two optional one-year extensions, amending the scope of services and increasing the maximum compensation amount by \$100,000, to a total of \$150,000.

There is no increase in Net County Cost associated with the recommended action, which will increase the maximum compensation amount payable to Univision Television Group, Inc. to allow the District Attorney's Office (DA) and the County Administrative Office (CAO) to continue the Fentanyl Awareness advertising campaign throughout the County. The original agreement is for a three-year term, ending September 19, 2025, with two optional one-year extensions, and contains a maximum compensation not to exceed \$50,000. The recommended amendment will amend the scope of services and increase the maximum compensation amount to \$150,000 for the entire term, ending September 19, 2025 (with two optional extensions), allowing the DA and the CAO to continue the Fentanyl Awareness advertising campaign. This item is countywide.

ALTERNATIVE ACTION(S):

If the recommended action is not approved, these professional services will not be provided to the DA and the CAO, which will impact the ability to get this vital public safety information out to the community.

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended action. The recommended amendment will amend the scope of services and increase the maximum compensation amount by \$100,000 to a total of \$150,000. Sufficient appropriations are included in the District Attorney's FY 2023-24 Org 2860 Adopted Budget and in the CAO's Local Innovation Fund Org 2540 FY 2023-24 Adopted Budget. Sufficient appropriations and estimated revenues for the optional term extensions will be included in subsequent budget requests for the District Attorney Org 2860 and the County Administrative Office Org 2540.

DISCUSSION:

On February 14, 2022, the County executed Purchasing Agreement P10-0000021636 with Univision Television Group, Inc. to provide a Fentanyl Awareness Campaign through community engagement efforts

that included television public service announcements, interviews, digital media, special promotions, and community events. The original Purchasing Agreement was for services provided by Univision through June 30, 2022. On October 11, 2022, the County executed Board agreement A-22-449 for a three-year base contract with two optional one-year extensions, with a maximum compensation not to exceed \$50,000.

The recommended amendment to the agreement amends the scope of services to continue the advertising period from November 2023 through June 2025, and increases the maximum compensation by \$100,000 to \$150,000, which will allow the DA and the CAO to continue the Fentanyl Awareness advertising campaign.

Fentanyl is a highly addictive respiratory sedative/pain killer with rates of overdose and deaths reaching epidemic levels in the United States. The County's partnership with Univision Television Group, Inc. has been successful in amplifying efforts to get this message out to the hardest-to-reach areas of the County. The Departments believe that this type of community engagement will continue to be effective in helping to educate the public about the dangers of Fentanyl use.

REFERENCE MATERIAL:

BAI # 20, October 11, 2022

ATTACHMENTS INCLUDED AND/OR ON FILE:

On file with Clerk - First Amendment to Agreement with Univision Television Group, Inc

CAO ANALYST:

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