



# County of El Dorado

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## Legislation Text

File #: 07-655, Version: 1

Chief Administrative Office recommending Chairman be authorized to sign Agreement 788-S0711 with California Strategies and Communications, LLC in the amount of \$60,000 for the term May 1, 2007 through April 30, 2008 to provide strategic communication and media relations services for the County.

**RECOMMENDED ACTION:** Approve.

BUDGET SUMMARY:		
Total Estimated Cost		\$60,000
Funding		
Budgeted	\$60,000	
New Funding	\$	
Savings	\$	
Other	\$	
Total Funding Available	\$60,000	
Change To Net County Cost		\$0

Fiscal Impact/Change to Net County Cost: Funding for services for the remainder of Fiscal Year 2006-07 are included in the Chief Administrative Office budget for professional services and funding for services in Fiscal Year 2007-08 will be included in the proposed budget.

### Reason for Recommendation:

In October 2004, the U.S. Environmental Protection Agency (USEPA) conducted activity-based personal air sampling at three schools and a community park to assess exposure to naturally occurring asbestos (NOA) in public areas in El Dorado Hills. USEPA presented the findings from this study at a public meeting in May 2005. The release of these findings generated a great deal of interest from the public and the media, and prompted the County to develop a strategy for mitigation of the effects of NOA. Due to the complexity of the issue, and the need to ensure that the public and the media receive accurate, timely information, the County retained the services of California Strategies & Communications, LLC, a professional communications and media relations consultant in May 2005. The initial agreement expired April 30, 2007.

Since that time, the USEPA, the Agency for Toxic Substances and Disease Registry (ATSDR), and the U.S. Geological Survey (USGS) have been conducting additional analyses. The findings of these studies are anticipated to be released in the next 12 months. Staff recommends that a new agreement be approved with this firm to provide the same services, given the knowledge and experience it has with issues regarding NOA in the County.

This new agreement contains the same scope of services and terms as the initial agreement and has been approved by County Counsel and Risk Management. A copy is on file with the Board Clerk.

Action to be taken following Board approval:

Upon receipt of fully executed agreement from the Board Clerk, the Chief Administrative Office will forward one original to the consultant along with an authorization to proceed with services.

Contact: Laura S. Gill, ext. 5530

Concurrences: