



Legislation Text

File #: 21-1583, **Version:** 1

Health and Human Services Agency (HHS) recommending the Board:

- 1) Make findings in accordance with County Ordinance 3.13.030 that it is appropriate to enter into Agreement 6035 with Pallco Enterprises, Inc., dba as Orion Outdoor Media, to print, install, and maintain outdoor media posters as there are specialty skills, qualifications, and equipment not expressly identified in County classifications involved in the performance of the work;
- 2) Approve and authorize the Chair to sign Agreement for Services 6035 with Pallco Enterprises, Inc. for the provision of outdoor advertising, with a maximum contractual obligation of \$113,500 for the term of three years and four months from February 1, 2022 to June 30, 2025; and
- 3) Authorize the HHS Director or their designee to execute further documents relating to the Agreement, contingent upon County Counsel and Risk Management approval, including amendments which do not increase the maximum dollar amount or term of the Agreement.

FUNDING: 100% State funding.

DISCUSSION / BACKGROUND:

Within the Health and Services Agency (HHS), the Public Health Tobacco Use Prevention Program (TUPP) and the Adult Protective Services (APS) respectively use various forms of advertising to educate the public about the dangers of using tobacco, and to raise awareness regarding elder and dependent adult abuse, neglect and exploitation in the County. HHS has contracted for several years with Pallco Enterprises, Inc., dba as Orion Outdoor Media, for printing, installing, and maintaining outdoor media posters placed at various bus shelters on the west slope of the County. In addition to bus shelter advertising, this Agreement will include the option to advertise on a billboard located on the west slope of the County.

The TUPP and APS Programs each pay a portion of this Agreement, based on their use, via TUPP funding and APS grant funding.

ALTERNATIVES:

Should the Board decline to approve this recommendation, the Public Health Tobacco Use Prevention Program and Adult Protective Services will not be able to advertise on bus shelter panels or billboards, thereby eliminating an effective outreach tool to the public.

PRIOR BOARD ACTION:

01/05/2021 File ID 20-1649, Agenda No. 11, HHS Pallco Enterprises, Amended and Restated Agreement 3560

OTHER DEPARTMENT / AGENCY INVOLVEMENT:

Reviewed and approved by County Counsel, Risk Management, and Human Resources. The Auditor -Controller has been notified.

CAO RECOMMENDATION:

Approve as recommended.

FINANCIAL IMPACT:

There is no Net County Cost associated with this Agenda item. Sufficient appropriations are included in the Fiscal Year 2021-22 Budget and will be included in future Budgets for the term of the Agreement.

CLERK OF THE BOARD FOLLOW UP ACTIONS

- 1) Clerk of the Board to obtain the Chair's signature on two (2) originals Agreement 6035; and
- 2) Clerk of the Board to return one (1) fully executed original Agreement to HHSA Contracts Unit, 3057 Briw Road.

STRATEGIC PLAN COMPONENT:

County Strategic Goal: "Healthy Communities."

CONTACT

Don Semon, Director, Health and Human Services Agency