



County of Santa Cruz

GENERAL SERVICES DEPARTMENT

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NANCY GORDON, DIRECTOR

September 9, 2010

Agenda: September 14, 2010

Board of Supervisors
701 Ocean Street
Santa Cruz, CA 95060

Request to Approve Public Education and Outreach Services Contract

Members of the Board:

On May 4, 2010, your Board received a report on the results of a public opinion survey regarding County Fire funding issues. While the survey revealed that seven out of eight respondents gave a highly favorable job rating to fire fighting services provided by Santa Cruz County, the survey results also demonstrated that there is significant confusion over the agency perceived to be responsible for responding to emergencies. In light of voter confusion regarding Santa Cruz County Fire, particularly its makeup and role, it is clear that a concerted, intensive public education effort will be critical to voters' understanding in view of action your Board may propose for funding the County Fire Department (CSA 48).

A proposed contract with TBWB Strategies is recommended for your board's action today. TBWB is a firm with both a familiarity with voters' issues in Santa Cruz County and a long history in providing the type of public education outreach services that are strongly indicated for increasing voter's understanding of what County Fire is and the benefits it brings to our community in response to emergency and disasters. A copy of the contract will be on file at the Clerk of the Board, with copies distributed to your Board on or before Monday, September 13, 2010. Similar to what your Board was previously advised in June, the contract is for an amount up to \$63,500, which includes the cost of direct mailing for up to three public education pieces. Funding for the contract is available in Index 304100, Subobject 3665.

It is therefore recommended that your Board approve the contract with TBWB Strategies for CSA 48 public education and outreach services in an amount not to exceed \$63,500.

Sincerely,


Nancy Gordon
Director

RECOMMENDED:


SUSAN A. MAURIELLO
County Administrative Officer

cc: County Fire Department; Fire Department Advisory Commission

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