



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 12/18/2018

Agenda Placement: 6E

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors

FROM: Tracy Cleveland for Humberto Izquierdo - Agricultural Commissioner
Agricultural Commissioner

REPORT BY: Jaspreet Faller, Staff Services Analyst II - 253-4973

SUBJECT: Amendment No. 2 to Agreement No. 170596B with Circlepoint

RECOMMENDATION

Agricultural Commissioner/Sealer of Weights and Measures requests approval of and authorization for the Chair to sign Amendment No. 2 to Agreement No. 170596B with Circlepoint, extending the term to December 31, 2020, amending the scope of services, and increasing compensation by \$95,617, for a new maximum of \$162,617 for maintenance of the Local Food Website.

EXECUTIVE SUMMARY

The Napa County Board of Supervisors established the Napa County Local Food Advisory Council (NCLFAC) in 2010 to advise the Agricultural Commissioner/Sealer of Weights and Measures and Board of Supervisors regarding development and facilitation of a sustainable local food system, and to provide a forum for public input regarding related issues. The NCLFAC was directed to assist Napa County staff in promoting local food production and consumption, in undertaking a review of County regulations to identify and address barriers and opportunities associated with food production, distribution, and access, and in recommending to the Napa County Board of Supervisor's Legislative Subcommittee needed changes in State law for incorporation into the County's legislative platform.

Circlepoint has been providing website development and maintenance support for the NCLFAC since May 2014, when it first developed a centralized, content-rich local food website. In December 2016, the Board approved Agreement No. 170596B with Circlepoint to provide maintenance, update the website (adding new content within 24 hours of the request), develop and maintain a website calendar and social media strategy, and track and report user data. The agreement was amended in April 2018 to extend services to December 31, 2018. Approval of Amendment No. 2 will provide for site maintenance, analytics, development of new features (including an interactive farm trails map), site promotion, grassroots outreach and local partnership. The requested amendment increases compensation by \$95,617 for a new maximum of \$162,617, and extends the term of the agreement to

December 31, 2020. The NCLFAC requested an amendment to the agreement with Circlepoint due to the quality and timeliness of their work and the importance and value of the website to the community.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	Agricultural Commissioner
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	<p>The Napa County BOS established the NCLFAC to advise the Agricultural Commissioner/Sealer of Weights & Measures and the BOS regarding development and facilitation of a sustainable local food system and to provide a forum for public input regarding related issues. The local food website provides the community with extensive content pertaining to local food issues. It provides an easy way for Napa County residents to find emergency food safety net resources with mapping capabilities; find locally grown, sustainable food; learn more about local food resources; and come together as a community to support the local food system. NapaLocalFood.com is intended to be a one-stop-shop for all things local food in Napa County, including a list of the local growers, retailers, farm stands, farmers markets and community supported agriculture (CSA).</p>

Relative to the past two years of service, this amendment includes an additional 155 hours of service spread over a 2-year term, as follows:

Site Enhancements: Increase from 51.0 hours to 218.0 hours (includes 3% rate escalation from previous contract period)

The NLF website is in need of modernization including updating the look & feel as well as the functional layout. This section also includes the hours necessary to build and roll-out the upcoming interactive web map feature. With the advent of our interactive mapping feature, our target audience will expand greatly necessitating a different approach to the site's overall layout.

Content Strategy & Development: Increase from 51.0 to 85.0 hours (includes 3% rate escalation from previous contract period)

Additional content strategy and development work is necessary to launch our upcoming features and refresh the website. Specific components include establishing an editorial calendar, ongoing content development, ongoing target audience analysis.

Site Promotion: Increase from 188.0 to 206.0 hours (includes 3% rate escalation from previous contract period)

Components include social media management, analytics and optimization. Social media activities prove to top many of our highest sources of traffic.

Regular Maintenance: Decrease from 234.0 hours to 170.0 hours (includes 3% rate escalation from previous contract period)

Components include monthly content updates and web maintenance.

Is the general fund affected?	Yes
Future fiscal impact:	The agreement extends through December 31, 2020. The department will be receiving additional Unclaimed Gas Tax revenue from the State next fiscal year, they will use the additional revenue to pay for the increased budget.
Consequences if not approved:	If the item is not approved, the website will not be maintained, the community will lose the only centralized informational hub containing up-to-date local food related information specific to Napa County. Our communities would also lose out on the opportunity to access the upcoming interactive mapping feature. The mapping feature will provide critical emergency food safety net resource information to our communities in need, which is encouraged by the findings and work related to the Food Insecurity Study results presented by the County's Health and Human Services agency. Similarly, producers, distributors, retailers, consumers, and agri-tourists would lose the opportunity to access our farm trails interactive map.
Additional Information:	The BOS denied the approval of Amendment No. 2 at the October 16, 2018 meeting due to the department not being able to absorb the increased cost for FY19/20. Staff approached Circlepoint to review the budget and to see if reductions could be made that would not affect the quality of work provided. Circlepoint was able to reduce the budget by approximately \$7,000. The Agricultural Commissioner's office will be able to absorb the adjusted budget for the website maintenance by using additional Unclaimed Gas Tax revenue to be received in FY19/20.

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

Napa Local Food Advisory Council Background

The Napa County Local Food Advisory Council (NCLFAC) was established in 2010. The purpose of the NCLFAC as stated in the bylaws, is to advise the Agricultural Commissioner/Sealer of Weights and Measures regarding development and facilitation of a sustainable local food system, and to provide a forum for public input regarding related issues. The NCLFAC assists Napa County staff in promoting local food production and consumption, in undertaking a review of County regulations to identify and address barriers and opportunities associated with local food production, distribution, and access, and in recommending to the County of Board of Supervisor's Legislative Subcommittee needed changes in State law for incorporation into the County's legislative platform.

In 2012, the NCLFAC created goals as a part of a strategic planning process. The goals include serving as a public forum to identify and share information, and conducting research and assessments on community needs. In addition, NCLFAC advises the Board on policy issues, makes recommendations to educate the community on healthy eating and local food choices, promotes an increase in local food production and distribution, and

increases consumer access to fresh, local produce.

The composition of the NCLFAC includes fifteen (15) members from various sectors of the community, including municipalities (cities of American Canyon, Napa, Yountville, St. Helena, and Calistoga), agricultural producers, community-at-large, public health/nutrition, institutions, marketing and distribution.

Napa Local Food Website Background

The Napa Board of Supervisors approved a professional services agreement (PSA) with CirclePoint on May 6, 2014. During this initial phase, CirclePoint built, launched, and maintained the Napa Local Food website. As the site began to gain users and content breadth expanded, the contract expired on May 6, 2016. Without funding, CirclePoint was unable to maintain the site. After a nearly 7-month period, a second PSA (No. 170596B) was approved for the period December 20, 2016 through June 30, 2018. Amendment No. 1 extended the term of the agreement to December 31, 2018. During this term, CirclePoint focused on developing strategic content married with user analytics to better attract consistent users. By the end of the first year (2017), positive analytics became a constant.

Between July 1, 2016 and September 11, 2018, the website has reflected the following usage:

- | 15,617 new site users
- | 2,504 returning site visitors
- | 18,121 sessions
- | 24,858 page views
- | 5 Facebook articles
- | 5 Google articles

During the past two-year term, the website experienced longer sessions (users staying on the site for longer periods of time), increased page views, a great leap in returning site visitors, and a huge improvement in consistent traffic. CirclePoint provided ongoing analytics and strategies to improve the site relevance, reach, and appearance. Over the last two years, the Napa Local Food website analytics show a very positive trend in user numbers, session durations, and site page views.

CirclePoint Amendment No. 2 to Agreement No. 170596B

Amendment No. 2 to Agreement No. 170596B extends the term of the existing CirclePoint agreement for another two years, to December 31, 2020, increases the agreement budget by \$95,617 for the next two-year cycle (\$47,808.50 each year). The Agricultural Commissioner's office has budgeted funds in the current fiscal year to cover the increased costs. Additional revenue anticipated from Unclaimed Gas Tax from the State will pay for the difference in the increase of costs for FY19/20, no general fund monies are requested for this agreement.

The Napa Local Food website is now 5 years old and in need of modernization. Users respond greatly to website look and feel which in turn supports relevance, improves session times, and attracts new and returning users. Amendment No. 2 includes funding for the necessary work to modernize the website.

Amendment No. 2 also includes funds to build, launch, maintain, and provide user analytics for a web-based interactive mapping feature. This feature will provide users with the opportunity to access locations of producers, distribution points, and retailers of local foods. This interactive map will function much like a farm-trails map allowing our community members and visitors easier access to our local food system. The interactive map will include the ability to navigate to locations and have quick access to available local foods resources all in one place. Similarly, the map will serve as a place for producers/distributors/retailers to improve visibility and potentially increase patronage and support.

Additionally, the interactive web map will host the locations of our emergency food safety net resources, including

food access points (food banks/pantries, Friday Free Market distribution locations, free or reduced meal locations, etc.) as well as support services locations. Again, users will have in-map navigation capabilities. This feature is especially important as the County seeks to respond with tangible results to the Food Insecurity Study from the County's Health and Human Services agency.

CirclePoint is the best fit to build, launch, and maintain, the interactive web map. During our research, we contacted LAFCO (per suggestion by the Board of Supervisors), our County Webmaster, and the County GIS team. Each entity indicated they were unable to meet the technical or maintenance requirements and/or timelines otherwise provided for by CirclePoint. CirclePoint is not a local vendor.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Leigh Sharp