



Agenda Date: 3/1/2005
Agenda Placement: 6B

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Sharon Bull for Ernie Loveless - Fire Chief
County Fire Department
REPORT BY: Sharon Bull, Staff Services Analyst, 967-1417
SUBJECT: Agreement with Balzac Communications

RECOMMENDATION

County Fire Chief requests approval of and authorization for the Chair to sign an agreement with Balzac Communications, Inc. for a maximum of \$100,000 for the term March 1, 2005 through September 30, 2005 for development and implementation of a "Firewise" public awareness campaign.

EXECUTIVE SUMMARY

Through this agreement, Balzac Communications will design and implement the public education component of the Firewise Plan. The Board accepted a grant for this program on January 25, 2005.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	County Fire Department
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	This agreement is necessary to provide the educational component funded by the Firewise Grant.
Is the general fund affected?	No
Future fiscal impact:	The positive fire prevention message could save fire suppression costs in the future. Additional grant funding may be sought in order to continue the program in beyond the current fiscal year.
Consequences if not approved:	The grant money will not be received.

Additional Information: None

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 County has long recognized its exposure to unwanted and damaging wildfire. In an effort to create a county that is recognized as fire-planned and prepared, to promote a healthy watershed through balance of fire and fuels, and to protect the people and the landscape from destruction, the County Fire Marshal and the Director of Emergency Services have obtained a Firewise grant which will be used for public education, community chipping services, GIS mapping, and defensible space inspections.

This contract will support the Public Education and Outreach components of the Napa Firewise Plan. The contractor will model the program after their successful work with the Glassy-winged Sharpshooter and will assist local fire departments in preparing and implementing a Napa-specific firewise message. They will provide two 10,000 unit mailings to city/county residents, media press kits, a "meeting in a box" with display stands, posters, graphics, etc. to support community meetings, recognition awards to successful homeowners with firewise landscaping, and other public incentive items. This program is a key element in the overall Napa Fire Plan and part of a coordinated strategy between Napa City and Napa County to reduce wildfire risk to our communities.

Because we are under very tight time constraints for the Firewise Grant (the grant went to the Board late January and the funds must be committed no later than June 30), we recommend the use of Balzac Communications since it is uniquely qualified to perform the public relations piece of the grant for the following reasons:

- | They have a proven track record of on-time, on or under budget performance with the County in the Glassy Winged Sharpshooter Program (GWSS)
- | They already know our target audience and have vast experience in dealing with the County. They were the public relations firm that did the flood control Measure A Campaign and the GWSS awareness campaign

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Michael Stoltz