



Agenda Date: 6/26/2007  
Agenda Placement: 6MM

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors  
**FROM:** Britt Ferguson for Nancy Watt - County Executive Officer  
Emergency Services  
**REPORT BY:** Patti DeWeese, Staff Services Analyst, 253-4197  
**SUBJECT:** Amendment #3 to Balzac Communications Agmt #6404

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### **RECOMMENDATION**

County Executive Officer/Director of Emergency Services requests approval of and authorization for the Chair to sign Amendment No. 3 to Agreement No. 6404 with Balzac Communications, Inc. increasing the amount by \$55,000 for a new maximum of \$305,000, extending the term through June 30, 2008 and amending the scope of work to continue the public education/public outreach component of the Napa Firewise Program.

### **EXECUTIVE SUMMARY**

The second of two grants awarded to the County for the Wildland Urban Interface Firewise Program was approved by the Board on September 27, 2005. The public education component of the Firewise Program has been handled by Balzac Communications since the initial grant was awarded. That agreement expires on June 30, 2007, however the grant performance period continues until September 30, 2007. Amendment No. 3 extends the term of Agreement No. 6404 through June 30, 2008 with funding provided by existing grant funds budgeted in Emergency Services (\$15,000) through the end of the grant period, and County Fire funds (\$40,000) for services on an as-needed basis.

### **FISCAL IMPACT**

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	Emergency Services County Fire Department
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	This amendment is necessary to complete the public education deliverable of

the Firewise grant (Phase I) and to support the Firewise Program following completion of the grant (Phase II).

Is the general fund affected? No

Future fiscal impact: The amendment of this agreement will have no future fiscal impacts.

Consequences if not approved: The public education portion of the program is an integral part of both the 2005 Wildland Urban Interface grant as well as the continuing Firewise Program. The success of the program would be severely limited without this component.

Additional Information:

### **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 prepared for wildland fire, to promote a healthy watershed through balance of fire and fuels, and to protect the people and the landscape from destruction, the County applied for and received two Wildland Urban Interface Firewise Program grants. The funds have been used for public education, community chipping services, GIS mapping, and defensible space inspections.

Amendment No. 3 to Agreement No. 6404 with Balzac Communications supports the Public Education and Outreach components of the Napa Firewise Plan. The contractor has completed three years of the public awareness and education component of the Firewise Plan. In year four, the contractor will continue to support and update projects previously implemented. This program is a key element in the overall Napa Firewise Plan and part of a coordinated strategy between Napa City and Napa County to reduce wildfire risk to its communities.

This contractor has a proven track record of on-time, on-budget performance with the County with both the Firewise and Glassy-winged Sharpshooter public education campaigns. They are familiar with the program, the population at risk and the program staff. Due to these factors it is recommended that this contract be amended to extend the term for an additional year.

The current Firewise grant term extends through September, 2007. It was initially anticipated that the grant deliverables would be nearing completion by the end of the 06/07 Fiscal Year; however, due to delays, portions of the grant projects have not been fully completed. Funding for Amendment No. 3 is divided into two phases: Phase I, in the amount of \$15,000, consists of remaining grant funds which have been re-budgeted in the 2007/08 Emergency Services budget to support the final portion of the public education grant project by Balzac. Phase II, in the amount of \$40,000, is budgeted in the County Fire 2007/08 budget to support the continuation of the Firewise Program following the completion of the grant. The \$40,000 budgeted is a maximum only, allowing Balzac to provide public education, including mailings, newspaper articles and like activities in order to maintain the public awareness developed over the past few years on an as-needed basis.

The original agreement with Balzac Communication was \$100,000 and was subsequently increased twice to cover allowable grant activities performed in Fiscal Years 05-06 and 06-07 totaling an additional \$150,000.

By approving the amendment before the Board today, it will allow for completion of grant funded activities in Fiscal Year 07-08 bringing the total to a maximum amount of \$305,000.

The goal of the Firewise Program is to create a self-sustaining program to enhance safety and increase compliance with state-mandated codes and regulations pertaining to wildland urban interface properties. To this end, the program is currently in the process of becoming The Napa Communities Firewise Foundation, a 501(c)3 non-profit group. The Foundation will then have the ability to support the Firewise mission, search out various long-term funding mechanisms, including obtaining support from private businesses/corporate sponsorships, non-governmental grant sources and/or future hazard mitigation grants and the like.

### **SUPPORTING DOCUMENTS**

None

CEO Recommendation: Approve

Reviewed By: Karen Gratton