



Agenda Date: 8/22/2006
Agenda Placement: 6X

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Karen Gratton for Nancy Watt - County Executive Officer
Emergency Services
REPORT BY: Patti DeWeese, Staff Services Analyst, 253-4197
SUBJECT: Amendment #2 to Balzac Communications Agmt #6404

RECOMMENDATION

County Executive Officer/Director of Emergency Services requests approval of and authorization for the Chair to sign Amendment No. 2 to Agreement No. 6404 with Balzac Communications, Inc. increasing the amount by \$59,465 for a new maximum of \$250,000, extending the term through June 30, 2007 and amending the Scope of Work to continue the public education 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. Their contract expires on August 31, 2006, however the grant performance period continues until March of 2007. In order to complete the deliverables of the grant's public education project, it is now necessary to amend the contract to extend the term as well as modify the scope of work.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	No
What is the revenue source?	At the time the FY06-07 recommended budget was prepared, it was anticipated that all deliverables of the Firewise grant would be nearing completion and the majority of the grant funds expended, therefore only a small portion of the grant funds were re-budgeted in the FY06-07 budget. Upon close of the 05-06 Fiscal Year, there were projects remaining to be completed due to unanticipated delays. When the County Executive Office

returns to the Board in September with adjustments to the adopted budget, these remaining grant funds will be re-budgeted into the Emergency Services budget, including \$27,465 remaining on the Balzac agreement.

The remaining \$32,000 required to fund this contract amendment is being transferred from the County Fire budget into the Emergency Services budget to support this important fire mitigation effort.

No County General Funds are required.

Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	This amendment is necessary to complete the public education deliverable of the Firewise grant.
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 the Firewise Plan. The success of the program would be severely limited without this component.
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 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 has received two Wildland Urban Interface Firewise Program grants in the past two years. The funds are being used for public education, community chipping services, GIS mapping, and defensible space inspections.

This contract amendment with Balzac Communications supports the Public Education and Outreach components of the Napa Firewise Plan. The contractor has completed two years of the public awareness and education component of the Firewise Plan. In year three, 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 March of 2007. It was initially anticipated that the grant deliverables would be nearing completion by the end of the 05-06 Fiscal Year; however, due to unanticipated

delays, several projects are still being completed. When the County Executive Office returns to the Board requesting the annual adjustments to the adopted FY06-07 budget following the closing of the FY05-06 books, Emergency Services will be requesting that \$27,465 balance remaining on the current Balzac contract be re-budgeted to continue funding during FY06-07. In addition, County Fire has authorized the transfer of \$32,000 from the Fire budget to Emergency Services to supplement the funding of the Balzac contract, for a new contract maximum of \$250,000. This reduction in the contract maximum will allow Balzac to maintain the existing public education program including mailings, newspaper articles, updating media kits and like activities in order to maintain the public awareness developed over the past two years, at no cost to the General Fund. The scope of work has been amended to modify the deliverables to a maintenance level.

The long range 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, various long-term funding mechanisms are being explored, including obtaining support from various public agencies, private businesses/corporate sponsorships, non-governmental grant sources and/or future hazard mitigation grants.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Karen Gratton