



Agenda Date: 9/27/2005
Agenda Placement: 6L

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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 #1 to Agmt #6404 w/Balzac Communications for the Firewise Program

RECOMMENDATION

County Executive Officer/Director of Emergency Services requests approval of and authorization for the Chair to sign Amendment No. 1 to Agreement No. 6404 with Balzac Communications, Inc. increasing the amount by \$118,000 for a new maximum of \$218,000, extending the term through August 31, 2006 and amending the Scope of Work to continue with and expand the public awareness and education component of the Napa Firewise Plan.

EXECUTIVE SUMMARY

In January of 2005, the Board accepted a grant for the Wildland Urban Interface Firewise Program and approved a contract with Balzac Communications, Inc. to design and implement the public education component of the the Firewise Plan. The County has now been awarded a second Firewise grant in the amount of \$223,675, which is on today's Board agenda for acceptance. This contract amendment will allow Balzac to continue the public education and outreach programs developed under the original Firewise grant using direct mailings, development of a Spanish translation of selected materials, Firewise website support etc.

FISCAL IMPACT

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| Is there a Fiscal Impact? | Yes |
| Is it currently budgeted? | Yes |
| Where is it budgeted? | Emergency Services |
| Is it Mandatory or Discretionary? | Discretionary |
| Discretionary Justification: | This agreement amendment is necessary to continue the public education component funded by year two of the Firewise grant. |
| Is the general fund affected? | No |

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| Future fiscal impact: | If the program continues into future years under the proposed five year Firewise Plan, additional grant funding would be sought in order to continue the public education component of the plan. |
| Consequences if not approved: | The public education component is an integral part of the Firewise Plan. The success of the program would be severely limited without this component. In addition, the grant funds for this portion of the approved 2005 Firewise grant would 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 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 applied for and received a Wildland Urban Interface Firewise Program Grant in January of 2005. The County has now received a second Firewise Grant in the amount of \$223,675, which is on today's Board agenda for acceptance. This represents phase two of a five year Firewise Plan. The funds will be 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 year one of the public awareness and education component of the Firewise Plan. In year two, the contractor will continue to support and update projects started in year one while initiating new projects which will include a series of English/Spanish display advertisements in the media and in direct mailings, creation of a portable display system for small group gatherings to promote the Plan, support for community meetings and trade seminars and other public incentives to promote the Firewise Plan. 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 our communities.

This contractor has a proven track record of on-time, on-budget performance with the County in the first year of the Firewise program and as the principal contractor for the 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. Year two of the Firewise grant has \$118,000 budgeted for the contract for the public education and outreach component. The scope of work has been amended to update the deliverables.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Britt Ferguson