



MEMORANDUM

TO: Satpal Sidhu, County Executive
FROM: Erika Lautenbach, Director
RE: Elizabeth Boyle Consulting – Safer Stronger Together Campaign
Coordination Contract Amendment #2
DATE: February 10, 2021

Attached is a contract amendment between Whatcom County and Elizabeth Boyle Consulting for your review and signature.

▪ **Background and Purpose**

The Safer Stronger Together Campaign was launched and developed by the COVID Employer Support Task Force to increase the effectiveness of health and safety messaging throughout the business community of Whatcom County. Elizabeth Boyle Consulting provides strategic coordination of the Safer Stronger Together Campaign to ensure businesses have regular communication, connection to resources and materials, and tools necessary to communicate correctly, consistently, and effectively with their staff and customers. The purpose of this amendment is to extend the contract through 03/31/2021 to provide ongoing support of the campaign and increase the budget for the extended contract period.

▪ **Funding Amount and Source**

Funding for this extended contract period (12/31/2020 – 03/31/2021) may not exceed \$20,000 and funding for the entire contract period (06/01/2020 – 03/31/2021) may not exceed \$45,000. Funds under this contract are made available by grants awarded by the US Department of Treasury and subject to Section 601(a) of the Social Security Act, as amended by section 5001 of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), and Title V and VI of the CARES Act, passed through the Washington State Department of Health Emergency Preparedness & Response COVID-19 Local CARES Grant (CFDA 21.019). These funds are included in the 2020-2021 budgets. Council approval is not required per Whatcom County Code 3.08.100(A)(6) for contracts executed within the declaration of a county emergency.

Please contact Kathleen Roy at extension #6007 if you have any questions regarding this agreement.

Encl.



**WHATCOM COUNTY
CONTRACT INFORMATION SHEET**

Whatcom County Contract Number:
202010010 – 2

Originating Department:		85 Health	
Division/Program: (i.e. Dept. Division and Program)		8510 Administration / 851000 Administration	
Contract or Grant Administrator:		Erika Lautenbach	
Contractor's / Agency Name:		Elizabeth Boyle Consulting	
Is this a New Contract?	If not, is this an Amendment or Renewal to an Existing Contract?		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	If Amendment or Renewal, (per WCC 3.08.100 (a)) Original Contract #:		202010010
Does contract require Council Approval?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	If No, include WCC:	3.08.100(A)(6) **Under Declaration of Emergency**
Already approved? Council Approved Date:		(Exclusions see: Whatcom County Codes 3.06.010, 3.08.090 and 3.08.100)	
Is this a grant agreement?	If yes, grantor agency contract number(s):		CFDA#: 21.019
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
Is this contract grant funded?	If yes, Whatcom County grant contract number(s):		201801023
Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			
Is this contract the result of a RFP or Bid process?	If yes, RFP and Bid number(s):		Contract Cost Center: 660430
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
Is this agreement excluded from E-Verify?	No <input type="checkbox"/> Yes <input checked="" type="checkbox"/>	If no, include Attachment D Contractor Declaration form.	
If YES, indicate exclusion(s) below:			
<input type="checkbox"/> Professional services agreement for certified/licensed professional.		<input type="checkbox"/> Contract for Commercial off the shelf items (COTS).	
<input checked="" type="checkbox"/> Contract work is for less than \$100,000.		<input type="checkbox"/> Work related subcontract less than \$25,000.	
<input type="checkbox"/> Contract work is for less than 120 days.		<input type="checkbox"/> Public Works - Local Agency/Federally Funded FHWA.	
<input type="checkbox"/> Interlocal Agreement (between Governments).			
Contract Amount:(sum of original contract amount and any prior amendments):		Council approval required for; all property leases, contracts or bid awards exceeding \$40,000 , and professional service contract amendments that have an increase greater than \$10,000 or 10% of contract amount, whichever is greater, except when : 1. Exercising an option contained in a contract previously approved by the council. 2. Contract is for design, construction, r-o-w acquisition, prof. services, or other capital costs approved by council in a capital budget appropriation ordinance. 3. Bid or award is for supplies. 4. Equipment is included in Exhibit "B" of the Budget Ordinance 5. Contract is for manufacturer's technical support and hardware maintenance of electronic systems and/or technical support and software maintenance from the developer of proprietary software currently used by Whatcom County.	
\$ 25,000			
This Amendment Amount:			
\$ 20,000			
Total Amended Amount:			
\$ 45,000			
Summary of Scope: This contract provides funding for strategic coordination of the Safer Stronger Together Campaign.			
Term of Contract:	10 Months	Expiration Date:	03/31/21
Contract Routing:	1. Prepared by:	JT	Date: 01/06/2021
	2. Health Budget Approval	KR/JG	Date: 01/13/2021
	3. Attorney signoff:	RB	Date: 01/11/2021
	4. AS Finance reviewed:	BBennett	Date: 01/28/2021
	5. IT reviewed (if IT related):		Date:
	6. Contractor signed:		Date:
	7. Submitted to Exec.:	JT	Date: 02/10/2021
	8. Council approved (if necessary):	AB2021-095	Date: 02/09/2021
	9. Executive signed:		Date:
	10. Original to Council:		Date:

Whatcom County Contract Number:

202010010 – 2

WHATCOM COUNTY CONTRACT AMENDMENT

PARTIES:

Whatcom County
Whatcom County Health Department
509 Girard Street
Bellingham, WA 98225

AND CONTRACTOR:
Elizabeth Boyle Consulting
3221 Maryland Place
Bellingham, WA 98226

CONTRACT PERIODS:

Original: 09/01/2020 – 11/30/2020
Amendment #1: 06/01/2020 – 12/30/2020
Amendment #2: 12/31/2020 – 03/31/2021

THE CONTRACT IDENTIFIED HEREIN, INCLUDING ANY PREVIOUS AMENDMENTS THERETO, IS HEREBY AMENDED AS SET FORTH IN THE DESCRIPTION OF THE AMENDMENT BELOW BY MUTUAL CONSENT OF ALL PARTIES HERETO

DESCRIPTION OF AMENDMENT:

1. Extend the contract through 03/31/2021.
2. Replace Exhibit A, Scope of Work to update the statement of work and deliverables expected for the extended contract period.
3. Replace Exhibit B – Compensation, to reflect the budget for the extended contract period and revised Scope of Work.
4. Funding for the extended contract period (12/31/2020 – 03/31/2021) is not to exceed \$20,000.
5. Funding for the total contract period (06/01/2020 – 03/31/2021) is not to exceed \$45,000.
6. All other terms and conditions remain unchanged.
7. The effective start date of the amendment is 12/31/2020.

ALL OTHER TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND ANY PREVIOUS AMENDMENTS THERETO REMAIN IN FULL FORCE AND EFFECT. ALL PARTIES IDENTIFIED AS AFFECTED BY THIS AMENDMENT HEREBY ACKNOWLEDGE AND ACCEPT THE TERMS AND CONDITIONS OF THIS AMENDMENT. Each signatory below to this Contract warrants that he/she is the authorized agent of the respective party; and that he/she has the authority to enter into the contract and bind the party thereto.

DEPARTMENT HEAD APPROVAL: DocuSigned by: Erika Lautenbach 2/10/2021
955C651A30374BD...
Erika Lautenbach, Health Department Director Date

APPROVAL AS TO FORM: DocuSigned by: Royce Buckingham 2/10/2021
1EE5DDBD9542404
Royce Buckingham, Prosecuting Attorney Date

FOR THE CONTRACTOR:

<u>DocuSigned by: Elizabeth Boyle</u> FAD899BE83F8437...	Elizabeth Boyle, Owner	2/10/2021
Contractor Signature	Print Name and Title	Date

FOR WHATCOM COUNTY:

DocuSigned by: Tyler Schroeder, Deputy Executive 2/11/2021
513FC4B01FE0423...
Tyler Schroeder, Deputy County Executive Date

CONTRACTOR INFORMATION:

Elizabeth Boyle Consulting
3221 Maryland Place
Bellingham, WA 98226
360-201-4762
Elizabeth@elizabethboyleconsulting.com

EXHIBIT "A" – Amendment #2
(SCOPE OF WORK)

I. Background and Purpose

The Whatcom County Public Health Advisory Board (PHAB) launched a COVID Employer Support Task Force (ESTF) in May of 2020 to provide tools, best practices, and guidance for bringing businesses back to work while maintaining and improving infection control and social distancing. The ESTF was comprised of 140 members, representing 18 sectors.

One outcome of the ESTF was the launch of a county-wide ‘Safer Stronger Together’ Campaign to increase the effectiveness of health and safety messaging throughout the business community of Whatcom County.

Since the campaign’s launch, the team has continued to serve businesses and organizations with resources including printed material distribution and weekly e-news with the latest COVID-related news. In addition, Elizabeth Boyle Consulting and Crossroads Consulting have supported businesses by developing materials alongside the Communications and Business Response Teams (BRT) so the community can respond more efficiently when employees test positive and/or have been exposed. Elizabeth Boyle Consulting and Crossroads Consulting have also supported special opportunities such as the Week of Wellness of 11 local fitness studios, created videos to support awareness of the BRT and a video collaboration of local elected officials.

Elizabeth Boyle Consulting’s experience, background in marketing, and understanding of the Whatcom County business landscape are the unique qualities necessary to perform the work described below, build trust in the business community and create momentum for the success of the Safer Stronger Together Campaign.

II. Statement of Work

Working closely with Elizabeth Boyle Consulting and WCHD Leadership, Crossroads Consulting will be responsible for the strategic and on-the-ground coordination of a successful County-wide Safer Stronger Together Campaign, with an expansion into education and information regarding vaccinations. This campaign is led by the WCHD in collaboration with the Port’s Regional Economic Partnership, Bellingham Whatcom County Tourism, and the Chambers of Commerce, to increase effectiveness of health and safety messaging in businesses and organizations throughout Whatcom County. The purpose of this campaign is to ensure that businesses have the tools they need to communicate correctly, consistently and effectively with their staff and customers.

Elizabeth Boyle Consulting will provide consultation and coordination of the updated Safer Stronger Together Campaign plan in three main areas:

1. Research and Analysis:
 - a. Work with WCHD to identify FAQs and difficulties that people experience when contacting the WCHD or are looking for COVID-related information on their website. Gather information from individuals and employers from individuals and employers through interviews and meetings.
2. Marketing and Outreach:
 - a. Ensure regular communication with key partners (Port, Campaign Group, WCHD Team) through meetings, phone calls, and emails to facilitate coordination and increase collaboration to support businesses and organizations in operating safely.
 - b. Connect with the broader community about the campaign. From campaign ambassadors to individual businesses, we will continue to broaden our reach so more people have access to campaign resources.

- c. Connect with businesses and organizations via phone periodically throughout the campaign to better understand their experience thus far with the campaign, learn what the campaign can do to better support them, and strengthen community relationships.
 - d. Share and/or create learning opportunities for businesses and organizations. Consider hosting opportunities for FAQ sessions related to the vaccine.
3. Campaign Maintenance & Coordination:
- a. Develop and maintain systems to accurately respond to requests for materials and information. Ensure database is efficiently maintained for ongoing communications.

Deliverables include:

- A. Collection of relevant data and resources related to impacts on the local business community from COVID-19.
- B. Materials that support the WCHD's response to businesses and organizations around the virus and the vaccine.
- C. Agendas and coordination for live events and videos to share information about vaccinations and other COVID prevention practices.
- D. Internal and external communication tools for the BRT and potentially other mitigation teams (e.g., informational tool kits for mitigation teams like schools/childcares to share with parents, teachers, administrators).
- E. Development and maintenance of information and resources on the Whatcom Together website.
- F. Distribution of information and resources to all parties engaged in the campaign.

EXHIBIT "B" – Amendment #2
(COMPENSATION)

I. Budget and Funding:

Funding for this extended contract period (12/31/2020 – 03/31/2021) may not exceed \$20,000. Funds under the contract are made available and are subject to Section 601(a) of the Social Security Act, as amended by section 5001 of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), and Title V and VI of the CARES Act. This project was supported by a grant awarded by the US Department of the Treasury. Grant funds are administered by the Local Government Coronavirus Relief Fund thru the Washington State Department of Health Emergency Preparedness & Response COVID-19 Local CARES Grant (CFDA 21.019). The budget for this contract is estimated as follows:

Item	Documentation Required with Invoice	Budget
Consulting and Coordination @ \$125/hour	Description of services included on invoice including total hours performed and deliverables completed.	\$19,000
Campaign materials (including mailing supplies) and mileage for delivery of materials	Paid Invoices or receipts. Mileage to include date of travel, starting point and destination of travel, number of miles traveled, the federal reimbursement rate (per www.gsa.gov) and a brief description of the purpose of travel.	\$1,000
Total		\$20,000

The Contractor may transfer funds between budget line items with prior County approval.

II. Invoicing:

1. The Contractor shall not submit invoices more than monthly and **final invoices for payment must be received by April 15, 2021.**
2. The Contractor shall submit invoices to (include contract/PO #) HL-BusinessOffice@co.whatcom.wa.us.
3. Payment to the county will be considered timely if it is made within 30 days of the receipt and acceptance of billing information from Contractor. The County may withhold payment of an invoice if the Contractor submits it more than 30 days after the expiration of this contract.
4. Invoices must include the following statement, with an authorized signature and date:
I certify that the materials have been furnished, the services rendered, or the labor performed as described on this invoice.
5. Duplication of billed costs or payments for service: The Contractor shall not bill the County for services provided under this contract if the Contractor has been or will be paid by any other source. The Contractor is responsible for any audit exceptions or disallowed amounts paid as a result of this Contract.