

**JEFFERSON COUNTY  
BOARD OF COUNTY COMMISSIONERS**

**AGENDA REQUEST**

**TO:** Board of Commissioners  
Philip Morley, County Administrator

**FROM:** Kate Driehaus, WSU Jefferson County Extension

**DATE:** 3/24/14

**RE:** Amendment to Contract with North Olympic Salmon Coalition  
(NOSC)

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**STATEMENT OF ISSUE:**

The County's current agreement provides NOSC services related to development of a social marketing based outreach campaign using program development methods provided by the Puget Sound Partnership.

The purpose of this amendment is to extend the period of performance of the current agreement, as well as amend the budget and the scope of work.

**ANALYSIS:**

The period of performance will be extended from March 15, 2014 to September 15, 2014. The budget for the project will be increased from \$8785.00 to \$11,735. Tasks will be added to the project as outlined in the attached amended scope of work.

**FISCAL IMPACT:**

\$11,735.00 -- 100% grant funded

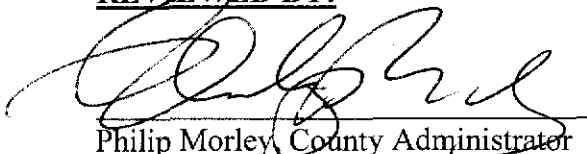
**RECOMMENDATION:**


We recommend that the Commissioners approve this agreement

**DEPARTMENT CONTACT:**

Kate Driehaus 379-5610 Ext. 206

**REVIEWED BY:**

  
Philip Morley, County Administrator

  
Date

## Amendment 1 to Professional Services Contract 2013-29

### Between Jefferson County and North Olympic Salmon Coalition

**PURPOSE:** In accordance with the original agreement, this contract is hereby amended to extend the end date of the contract and amend the scope of work. Budget is amended as outlined below.

IT IS MUTUALLY AGREED THAT THE CONTRACT AGREEMENT IS AMENDED AS FOLLOWS:

1. This amendment is effective on March 15, 2014
2. The period of performance is extended from March 15, 2014 to September 15, 2014
3. Scope of work is amended and attached as Exhibit A
4. The budget is amended as follows:

The total amount payable under the Contract by NOSC to the Contractor is outlined in the attached revised scope of work, and in no event will exceed ~~\$8,785.00~~ **\$11,735.00**.

Task1	Program Administration	Total reimbursement for task 1 not to exceed <del>\$400.00</del> <b>\$700.00</b>
Task 2	Program Development	Total reimbursement for task 2 not to exceed <del>\$8385.00</del> <b>\$7885.00</b>
Task 3	Project Implementation	<b>\$1150.00</b>
Task 4	Program Evaluation	<b>\$2000.00</b>
	Total	<b>\$11,735.00</b>

IN WITNESS WHEREOF:

NOSC and the Contractor have signed this contract on the date noted:

North Olympic Salmon Coalition

Jefferson County

*Rebecca Benjamin*

Rebecca Benjamin, Executive Director

Signature, Authorized Official

*Rebecca Benjamin*

Printed Name

Printed Name, Authorized Official

Date: 3/17/14

Date: \_\_\_\_\_

ATTEST:

\_\_\_\_\_

Date: \_\_\_\_\_

Clerk  
Board of County Commissioners  
Jefferson County, Washington


**Approved as to form only**  
*David Alvarez* 3/10/14  
Jefferson Co. Prosecutors Office  
David Alvarez, Chief Civil DPA

EXHIBIT A

Revised contract for professional services Contract # 2013-29 between NOSC & Jefferson County

Revised Exhibit A: DESCRIPTION OF SERVICES

Task	Task Description	Deliverable	Due Date	Reimburse- ment for actual expenses not to exceed:	Match Provided	Total Budget
<b>1</b>	<b>Program Administration</b>					
1A	Provide quarterly reports to the Straits ECO Net members detailing milestones, research findings, and actions taken to move the project forward.	Provide project updates to the ECONet; submit summary of updates to the POS Project Manager and NOSC	9/30/13 - done 12/31/13 - done 3/15/13 – done 6/15/13 -new	\$400 \$700	\$0.00	
1B	Track grant related expenses, including actual or in-kind expenditures used as match.	Submit itemized expenses and copies of receipts to NOSC	Monthly thru March 2014 Sept. 2014			
1C	Monthly, provide a brief progress report, no longer than one page, detailing milestones, research findings, and other actions taken to move the project forward. The progress report will be submitted with the monthly expenses.	Submit monthly invoices and brief progress reports	Submitted by the 15 <sup>th</sup> of each month detailing previous month's expenditures			
<b>2</b>	<b>Program Development</b>					
2A	Draft a <i>Situational Analysis and Market Research Strategy</i> that: <ul style="list-style-type: none"> <li>Identifies the issue being addressed and the program goals and objectives.</li> </ul>	Submit draft <i>Situational Analysis and Market Research Strategy</i> to the PSP Project	9/30/13 -done	\$9385 \$7885	\$3000.00 \$1000	

	<p>goals and objectives.</p> <ul style="list-style-type: none"> <li>• Reviews and summarizes available, pertinent foundational marketing resources, addressing likely target audiences, messaging, and behavioral barriers and motivators.</li> <li>• Completes an expanded Strength, Weakness, Opportunities and Threats (SWOT) analysis and provides preliminary program logic model using a format provided by the PSP.</li> <li>• Identifies any critical gaps in understanding, uncertainties, or questions related to target audience selections, barrier identification, or messaging.</li> <li>• Identifies a method and schedule to conduct additional market research; addressing gaps in understanding and acknowledging budget constraints, if necessary.</li> </ul>	to the PSP Project Manager for review and approval		
2B	<p>Consult with the PSP Project Manager to discuss the draft <i>Situational Analysis and Market Research Strategy</i>, research related tasks, and schedule. Complete the research strategy using feedback from these discussions. Obtain final agreement with PSP Project Manager regarding the scope of tasks and schedule that details how and when market research will be conducted.</p>	Submit approved <i>Situational Analysis and Market Research Strategy</i> to the PSP Project Manager	10/15/13 – done	
2C	<p>Conduct market research as detailed in the approved <i>Situational Analysis and Market Research Strategy</i>. Draft a report of the research results detailing: 1) gaps in understanding, uncertainties, or questions that elicited the additional research, 2) the methodology used to gather information, 3) a concise summary of results, and 4) interpretation of results in relation to the research questions.</p>	Submit research data and <i>Research Finding Report</i> to the PSP Project Manager for review	12/31/13 – done	

2D	Create a draft <i>Social Marketing Strategy</i> using Nancy Lee's ten step social marketing planning process and based on information gathered during the situational analysis and foundational research. This shall also include a schedule of tasks needed to enact the strategy, and if applicable, a revised logic model incorporating changes made in response to new information. <sup>2</sup>	Submit draft <i>Social Marketing Strategy</i> Report to the PSP Project Manager for review and approval	02/15/14 - done												
2E	Consult with the PSP Program Manager to discuss the draft <i>Social Marketing Strategy</i> , marketing related tasks and schedule. Complete the social marketing strategy using feedback from the PSP and the PSP's consultants. Obtain final agreement with the PSP Project Manager regarding the final scope for social marketing-related tasks. <sup>1</sup>	Submit approved <i>Social Marketing Strategy</i> to the PSP Project Manager	02/28/14												
2F	Develop an <i>Evaluation Strategy</i> in conjunction and concurrently with the <i>Social Marketing Strategy</i> , addressing the following: 1) the effectiveness of activities taken to promote the program and reach the target audience, 2) initial outcomes achieved as a response to programmatic actions, and 3) if possible, intermediate outcomes achieved as a response to programmatic actions. <sup>2</sup>	Submit draft <i>Evaluation Strategy</i> to the PSP Project Manager for review and approval	02/15/14 - done												
2G	Consult with the PSP Program Manager to discuss the draft <i>Evaluation Strategy</i> , related tasks and schedule. Complete evaluation strategy using feedback from the PSP and the PSP's consultants. Obtain final agreement with the PSP Project Manager regarding the final scope and schedule for evaluation-related tasks. <sup>1</sup>	Submit approved evaluation strategy to the PSP Project Manager	02/28/14												
3			Project Implementation			March 2014 – August 2014									

3A	Implement the approved <i>Social Marketing Strategy</i> .	Submit program materials used to: promote the program, communicate with the target audience, address barriers, or facilitate evaluation	As detailed in <i>Social Marketing Strategy</i> 8/30/13		
3B	Adaptively manage program's implementation, responding as necessary to address issues that will reduce effectiveness or increase the cost. Inform the PSP Project Manager of significant changes to the <i>Social Marketing Strategy</i> by providing a brief summary of the issue being addressed and the plan made to address it.	Notification to PSP Manager of significant changes to the approved <i>Social Marketing Strategy</i>	As needed		
3C	Consult with the PSP Project Manager at least twice during implementation to discuss issues, concerns, and successes.	Two consultations with the PSP program manager	2nd consultation completed by August 2014		
<b>Program Evaluation</b>					
4	Implement the approved <i>Evaluation Strategy</i> .	Submit Evaluation materials	March 2014 – August 2014	\$2,000	\$0.00
4A	Implement the approved <i>Evaluation Strategy</i> .	Submit Evaluation materials	As detailed in the <i>Evaluation Strategy</i> Through August 2014		
4B	Adaptively manage program's evaluation, responding as necessary to address issues that will reduce effectiveness or increase the cost. Inform the PSP Project Manager of significant changes to the <i>Evaluation Strategy</i> by providing a brief summary of the issue being addressed and the plan made to address it.	Notifications of significant changes to the approved <i>Evaluation Strategy</i> .	As needed		

4C	Summarize the evaluation results providing: a) a description of output/activities conducted, b) any available quantitative measures related to initial and/or intermediate outcomes, c) any observed and non-quantitative initial and/or intermediate outcomes, and d) additional professional opinions, insights, and lessons learned that might lead to improved program development, delivery or evaluation.	Submit Evaluation Results Report	09/15/14			
<b>Total Maximum Consideration</b>				\$11,735	\$1000	\$12,735