



**Contra  
Costa  
County**

To: Board of Supervisors

From: Kathy Gallagher, Employment & Human Services Director

Date: May 23, 2017

Subject: Contract with The Lamar Companies, L.L.C., dba Lamar Advertising

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**RECOMMENDATION(S):**

APPROVE and AUTHORIZE the Employment and Human Services Director, or designee, to execute a contract with The Lamar Companies, L.L.C., dba Lamar Advertising in an amount not to exceed \$123,336 to produce, maintain, and install foster parent recruitment transit advertising for the period February 21, 2017 through June 30, 2018. (100% State)

**FISCAL IMPACT:**

\$123,336: 100% State General Fund Foster Parent Recruitment, Retention and Support allocation.

**BACKGROUND:**

In order to attract potential foster parents, Employment and Human Services Department (EHSD) plans to use transit advertising for a 52-week campaign throughout Contra Costa County. Lamar Advertising was selected for this project because they produce all of the transit advertising displays for the transit system: County Connection, Tri-Delta, and West CAT. This transit system is comprised of a fleet of approximately 250 buses (40, 140, and 70 respectively). The geographic regions covered encompass; Richmond to Hercules via West CAT, Martinez to San Ramon via County Connection, and Bay Point to Brentwood

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☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY

☐ RECOMMENDATION OF BOARD

ADMINISTRATOR

COMMITTEE

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Action of Board On: **05/23/2017** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

**VOTE OF SUPERVISORS**

AYE: John Gioia, District I Supervisor

Candace Andersen, District II Supervisor

Diane Burgis, District III Supervisor

Karen Mitchoff, District IV Supervisor

Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: May 23, 2017

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Rolanda Hartfield, Deputy

Contact: V. Kaplan, 3-1514

cc:

via Tri Delta. The EHSD proposed display project will utilize

### BACKGROUND: (CONT'D)

15% of this system's fleet.

Placing ads via Lamar Advertising on public transit buses throughout the county will allow EHSD to reach a larger demographic. These ads will serve as moving billboards throughout EHSD's targeted cities. This campaign will provide exposure with local commuters, drivers, and pedestrians.

### CONSEQUENCE OF NEGATIVE ACTION:

EHSD will be unable to increase community awareness of the desperate need for caregivers as well as build the capacity to meet state mandates in accordance with AB 403 and SB 1013 (Chapter 35, Statutes of 2012). Furthermore, the County would not be able to fully execute its Foster Parent Recruitment, Retention and Support program plan which was approved and awarded funding by the Department of Social Services. Inability to spend down the state allocation for these activities could result in the County forfeiting current and future funds for these mandated activities.

### CHILDREN'S IMPACT STATEMENT:

The recruitment, retention and support of foster parents supports all five of the community outcomes established in the Children's Report Card: 1) "Children Ready for and Succeeding in School"; 2) "Children and Youth Healthy and Preparing for Productive Adulthood"; 3) "Families that are Economically Self Sufficient"; 4) "Families that are Safe, Stable and Nurturing"; and 5) "Communities that are Safe and Provide a High Quality of Life for Children and Families" by increasing the number of licensed foster parents/resource families in order to provide family support, stability and safety of children.