



MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Sachi A. Hamai, Executive Officer-
Clerk of the Board of Supervisors
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

At its meeting held August 21, 2007, the Board took the following action:

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The following item was called up for consideration:

Presentation by the Executive Director of 211 LA County on the marketing plan submitted by the consultant to conduct the second phase of the public information campaign; also consideration of the Chief Executive Officer's following attached recommendation:

Authorize the Chief Executive Officer (CEO) to oversee the implementation and expansion of the County marketing of 2-1-1, through the identified low- and no-cost measures, in consultation with an internal County team of experts convened by the CEO;

Authorize the CEO to prepare and execute an amendment to agreement to increase the maximum 211 LA County contract amount by an amount not to exceed \$250,000 to allow 211 LA County to engage an outside firm for its public information and marketing efforts, contingent on CEO approval of the selected firm, marketing plan, and budget; and

Instruct the CEO, in conjunction with 211 LA County, to provide periodic briefings to Board offices on the status and impacts of implementation of the marketing efforts.

Zuma Dogg addressed the Board.

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After discussion, Supervisor Antonovich made the following statement:

“The Chief Executive Officer is recommending the allocation of an additional \$250,000 to the 211 LA County contract to expand marketing by engaging the efforts of an outside firm to ‘brand’ 2-1-1. It was unique that, prior to Board approval, 211 LA County had begun discussions with a pre-selected Public Relations firm about professional marketing that identified select markets, including unincorporated areas and various demographic groups. Competitive selection of the outside firm would ensure that County funds are maximized, to the extent possible, by having marketing efforts reach the vast diversity of LA County’s callers.”

Therefore, Supervisor Antonovich made a motion that the Board of Supervisors direct the Chief Executive Officer to include, as part of the 211 LA County contract amendment, the requirement that the outside Public Relations firm be selected through a competitive bid process.

Supervisor Molina made a suggestion that Supervisor Antonovich’s motion be amended to also instruct the Chief Executive Officer (CEO), along with the proposed internal 2-1-1 marketing team, to first develop a comprehensive marketing and expenditure plan which incorporates the CEO’s proposed low- and no-cost County infrastructure resources; includes low- and no-cost services available from private sector partners such as media, utility and others; and defines the scope of work to be competitively bid. Supervisor Antonovich accepted Supervisor Molina’s amendment.

On motion of Supervisor Molina, seconded by Supervisor Knabe, unanimously carried, the Board took the following actions:

1. Include as part of the 211 LA County contract amendment, a requirement that the outside Public Relations firm be selected through a competitive bid process; and
2. Instruct the Chief Executive Officer, along with the proposed internal 211 marketing team, to:
 - First develop a comprehensive marketing and expenditure plan which incorporates the CEO’s proposed low- and no-cost County infrastructure resources;

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- Include low- and no-cost services available from private sector partners such as media, utility and others; and
- Define the scope of work to be competitively bid.

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Attachment

Copies distributed:

Each Supervisor

Chief Executive Officer

County Counsel

Executive Director, 211 LA County