



Health and Community Services

Cynthia Foley

Council Initiated:

☐ Yes

☒ No

ECAF: 2024-1139

Motion: 24-246

Type:

☒ Contract

☐ Board Appt.

☐ Code Amendment

☐ Budget Action

☐ Other

Requested Handling:

☐ Normal

☒ Expedite – June 26

☐ Urgent

Fund Source:

☐ General Fund

☒ Other

☐ N/A

Executive Rec:

☒ Approve

☐ Do Not Approve

☐ N/A

Approved as to

Form:

☒ Yes

☐ No

☐ N/A

Subject:

Agreement with Blueshoes Media, LLC, DBA the Vida Agency, for a Community Assessment of the Snohomish County Health Department

Scope:

The Vida Agency will conduct a community assessment of the Health Department using ARPA funds. The assessment will deliver data on perceptions of Health Department performance in the community. The study will include underrepresented communities and examine how well-being is defined in communities, the role of the Health Department, and response to the coronavirus pandemic.

The Vida Agency will:

- develop a work plan for the project and a community assessment strategy,
- conduct focus groups and surveys,
- provide translation services as needed, and
- submit reports to the Health Department.

The contract not to exceed amount is \$100,000. Pursuant to SCC 3.04.140(2), contracts for services greater than \$50,000 are approved by Council.

Duration:

Execution through April 30, 2025, and may be extended for one additional year.

Fiscal Impact:

☒ Current Year

☒ Future-Year

☐ N/A

There is a tabulation error in the fiscal implications table in ECAF 2024-1139. This is corrected in the expenditure table below.

Expenditures	Current Year	2025	2026	2027	2028	Total
Fund 125	\$35,141	\$64,859				\$100,000
Totals	\$35,141	\$64,859	0	0	0	\$100,000

Revenue	Current Year	2025	2026	2027	2028	Total
						0
Totals	0	0	0	0	0	0

Authority Granted: Motion 24-246 authorizes the Executive to sign an agreement with Blueshoes Media, LLC, DBA the Vida Agency, for a Phase 2 Community Assessment.

Background: On May 22, 2024, Council approved Motion 24-188¹ authorizing the Executive to enter into an agreement with the Upstream Group, LLC, for an equity assessment of departmental practices. This includes interviews of staff and board

¹ [2024-0739 - Motion 24-188 \(legistar.com\)](#)

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members, community partners, and additional engagement through surveys and focus groups.

Equity assessment is part of an effort within the Health Department to review current practices and ensure delivery of Gold Standard Public Health services. This effort was included in a presentation to Council on August 15, 2023² in response to a 2022 budget note, and a presentation on October 13, 2023³, regarding the 2024 budget proposal.

Requested Action: Move Motion 24-246 to GLS on for Council consideration.

² [2023-0900 - Presentation \(legistar.com\)](#)

³ [2023-1254 - Presentation \(legistar.com\)](#)