

FOURTH AMENDMENT TO AGREEMENT REGARDING
PROVISION OF PROFESSIONAL SERVICES

This Fourth Amendment to Agreement Regarding Provision of Professional Services (the "Fourth Amendment") dated as of August 31, 2021, is between Robin Schepper d.b.a. Wayfinder ("Contractor") and Routt County, Colorado ("County"), by and through its Board of County Commissioners ("Board").

Recitals

A. Contractor and County are the parties to an Agreement Regarding Provision of Professional Services dated as of February 27, 2020 (the "Agreement") to provide Strategic Planning Professional Services (the "Planning Project").

B. With the onset of the COVID 19 pandemic, the Board cancelled the Planning Project and decided instead to utilize the services of Contractor to serve as the JIC Manager/Lead Public Information Officer for the County's COVID 19 emergency operations (the "COVID 19 Services").

C. On March 21, 2020, Contractor submitted Amendment A to the Agreement to replace the original scope of services related to the Planning Project with the scope of work related to the COVID 19 Services.

D. The Board desires to extend the Agreement with Contractor for the COVID 19 Services and other communication projects as needed through and including September 30, 2021 for the not to exceed payment to Contractor at \$1,250 per week for a total amount of \$5,000.00.

E. County and Contractor intend by this Fourth Amendment to amend the Agreement to provide for the continued services of Contractor for the COVID 19 Services and other communication projects as needed.


Terms and Conditions

1. Paragraph 3 of the Agreement is hereby amended to provide that Contractor shall perform the COVID 19 Services, as set forth on the scope of work dated March 21, 2020 attached hereto as Exhibit A, through and including September 30, 2021.

2. The compensation to be paid to Contractor as set forth in Paragraph 2 of the Agreement is hereby extended to provide that Contractor shall be paid \$5,000.00 for the continued COVID 19 Services and other communication projects as needed.

3. Except as so amended, the Agreement shall remain in full force and effect.

Robbin Schepper d.b.a. Wayfinder

By: 
Title: _____

Routt County, Colorado

By: 
Mark Collins, Interim County Manager

9/15/21

EXHIBIT A: Scope of Work Dated March 21, 2020

JIC Manager/Lead Public Information Officer Job Description

Assume the responsibilities of the PIO, as needed

Oversee all JIC operations

Oversee all JIC administration

Contained within these overarching responsibilities are the following tasks:

1. Organizing the JIC staff and workspace
2. Equipping the JIC staff and workplace
3. Assessing the skill sets of assigned staff and assigning positions accordingly
4. Establishing and maintaining the daily JIC schedule
5. Managing the flow of internal information among JIC and response staff
6. Maintaining the daily activity log and related paperwork
7. Train staff, coach staff, mentor staff

The ideal JIC Manager has strong delegation skills, meeting management, and interfacing with other members of the command and general staff. Diplomacy and relationship management.

Public Information Officer Job Description

Provide critical information to the public during events and incidents. Beyond the typical daily networking of Public Information Officers (PIOs), the National Incident Management System (NIMS) is the formal organization model by which Public Information Officers coordinate pre- and post-event/incident emergency communications. Public information in the NIMS is based on these principles:

1. The PIO supports and reports to the County Manager.
2. Public information functions must be coordinated and integrated across all jurisdictions and functional agencies.
3. Organizations participating in incident management retain their independence.
4. The County Manager approves all media releases, written or verbal.

In all responses, there should be a designated Lead PIO (or co-lead PIOs). This person may be appointed member of the command staff within the Incident Command System (ICS), yet reporting directly to the County Manager. The Lead PIO is the “official” spokesperson.

BASIC PUBLIC INFORMATION RESPONSIBILITIES

The basic functions of a public information operation are, as follows:

1. Respond to inquiries from the news media and the public
2. Monitor the news media to detect and correct misinformation and identify
3. Track emerging communication trends or issues
4. Advise the County Manager on public information issues and advocate for
5. Work with the community to ensure public information needs are met
6. Manage the release of emergency public information and warnings
7. Coordinate, clear with appropriate authorities, and disseminate accurate and
8. Share timely information related to the incident

9. Ensure equipment and personnel are sufficient to meet the public information need
10. Constantly inform and apprise elected officials, agency heads and other leaders as to the status of the incident

Depending on the size of the incident, these functions may be accomplished by one PIO or a team of PIOs within a Joint Information Center (JIC).

BIO

Robin Schepper uses her background in public policy, communications, events and campaigns to develop comprehensive strategies for her clients. She is an experienced and dedicated manager who develops communications and public affairs strategies; facilitates meetings and retreats; trains and coaches executives; provides organizational and communications counsel and writes numerous types of documents for her clients.

Over the past 25 years, Robin has worked in many arenas. She worked on three Democratic presidential campaigns and in the Clinton Administration, organizing trips and events like the 1997 G-8 Summit and the 50th Anniversary of NATO. She was a small business owner, co-founding Pyramid Communications, a Seattle-based public affairs company that specializes in environmental, health and Native American issues. She served as staff director for the Senate Democratic Technology and Communications Committee under Senator Daschle working with the Democratic Caucus on their TV, Radio and Internet strategies. Robin spent four years working as a consultant to the Athens 2004 Olympic Games providing communications expertise; building their press office; and serving as a spokesperson and advisor to the President of the Athens Olympic Organizing Committee. Robin also was the first Executive Director of First Lady Michelle Obama's children's anti-obesity initiative, *Let's Move!*

Robin's past and present clients include the Bipartisan Policy Center, the Office of Military Community and Family Policy at the Department of Defense, the Aspen Institute, the Walton Foundation, the National Wildlife Federation and other non-profit organizations. Robin is a public speaker and was instrumental in the writing of the report, *Lots to Lose: How America's Health and Obesity Crisis Threatens America's Future.*

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