



Board Agenda Item 41

DATE: May 17, 2022

TO: Board of Supervisors

SUBMITTED BY: Susan Holt, Director, Department of Behavioral Health

SUBJECT: Amendment III to Agreement with Two Q, Inc.

RECOMMENDED ACTION(S):

Approve and authorize the Chairman to execute Amendment III to Agreement with Two Q, Inc., for media communication and advertising services extending the term by one year and adding an optional one-year extension from July 1, 2022 to June 30, 2024, and increasing the maximum by \$1,420,000 to a total of \$3,890,000.

Approval of the recommended action will extend the existing agreement with Two Q, Inc., dba JP Marketing by one year and adding an optional one-year extension; resulting in a three-year and three-month base contract and two optional one-year extensions. JP Marketing provides professional media marketing, advertising, and public relation services for programs throughout the Department of Behavioral Health to assist in promoting public mental health awareness and reducing stigma. The recommended agreement will be funded with Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) and Substance Abuse Prevention and Treatment (SAPT) funds, with no increase in Net County Cost. This item is countywide.

ALTERNATIVE ACTION(S):

Should your Board not approve the recommended agreement, the Department's ability to create and place professional-quality advertisements and public service announcements would be limited. The Department would spend more to place an equivalent number of advertisements than JP Marketing, an established media agency, due to the Department's significantly lower buying power. The Department would also need to hire additional staff to develop, produce, make media purchases, analyze, and maintain communication and advertising services.

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended action. The recommended amendment will increase the term's maximum compensation by \$1,420,000 to a total of \$3,890,000 and will be funded with MHSA - PEI and SAPT funds. Sufficient appropriations and estimated revenues are included in the Department's Org 5630 FY 2022-23 Recommended Budget and will be requested in the FY 2023-24 budget requests.

DISCUSSION:

On April 23, 2019, your Board approved Agreement No. 19-178 with Two Q, Inc., dba JP Marketing to provide media communication and advertising services for the Department.

On February 25, 2020, your Board approved Amendment I to add market research groups for diverse populations to promote public mental health awareness and reducing stigma in the County, increasing the maximum by \$70,000 to a total of \$2,420,000.

On May 11, 2021, your Board approved Amendment II to add substance use disorder awareness campaigns on the dangers of Fentanyl and lifesaving drug Narcan, increasing the maximum by \$50,000 to a total of \$2,470,000.

The Department has used JP Marketing for the past three fiscal years and is beginning to see data that the campaigns are having a positive impact on the residents of the County. The data has shown increased views of the Department's webpage as well as an increase in behavioral health awareness from focus group feedback. The campaigns have included Suicide Prevention, Mental Health Awareness, Mental Health Stigma Reduction, Substance Use Disorder Prevention, Substance Use Disorder Access, Fentanyl and Naloxone Awareness. All the campaigns have run through the entirety of the COVID-19 public health emergency and have been vital for assisting residents in improving their behavioral health.

Approval of the recommended action will allow the Department to continue to utilize JP Marketing, for concentrated marketing campaigns and develop appropriate objectives and recommendations covering the entire media communications process: initial planning, assessing and improving the Department's current brand and materials, negotiating high-value media buys, leveraging earned media, integrating and cross-promoting messages between the Department's programs and community partners, and evaluating campaign outcomes.

REFERENCE MATERIAL:

BAI #32, May 11, 2021
BAI # 37, February 25, 2020
BAI # 36, April 23, 2019

ATTACHMENTS INCLUDED AND/OR ON FILE:

On file with Clerk - Amendment III to Agreement with Two Q, Inc.

CAO ANALYST:

Sonia M. De La Rosa