

**AMENDMENT I TO AGREEMENT**

THIS AMENDMENT, hereinafter referred to as "Amendment I", is made and entered into this 25th day of February, 2020, by and between COUNTY OF FRESNO, a Political Subdivision of the State of California, hereinafter referred to as "COUNTY", and TWO Q, INC., a California Corporation, whose address is 7589 North Wilson Avenue, Suite 103 Fresno, CA 93711, hereinafter referred to as "CONTRACTOR" (collectively as "parties").

WHEREAS, the parties entered into that certain Agreement, identified as COUNTY Agreement No. 19-178, effective April 23, 2019, for full service advertising and media communications services and market research; and

WHEREAS, COUNTY desires to amend the Agreement to add funding to provide focus group research for Transitional Age Youth (TAY) population; and

WHEREAS, the parties desire to amend the Agreement regarding changes as stated below and restate the Agreement in its entirety.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, COUNTY and CONTRACTOR agree as follows:

1. That in the existing COUNTY Agreement No. 19-178, all text in reference to "Exhibit A" shall be replaced with the text "Revised Exhibit A". Revised Exhibit A is attached hereto and incorporated herein by this reference.

2. That in the existing COUNTY Agreement No. 19-178, all text in reference to "Exhibit B" shall be replaced with the text "Revised Exhibit B". Revised Exhibit B is attached hereto and incorporated herein by this reference.

3. That the existing COUNTY Agreement No. 19-178, Page Three (3), Line Fourteen (14) beginning with the word "The" and ending on Page Three (3), Line Eighteen (18) with "(\$700,000).", be deleted in its entirety and replaced with the following:

"The maximum amount payable to CONTRACTOR for the period of July 2019 through June 30, 2020 shall not exceed Eight Hundred Thousand and No/100 Dollars (\$800,000.00).

If this agreement is extended for an additional twelve (12) months renewal period beginning July 1, 2020 through June 30, 2021, the maximum amount payable to CONTRACTOR for

1 said period shall not exceed Seven Hundred Thirty Thousand and No/100 Dollars (\$730,000.00).”

2 4. That the existing COUNTY Agreement No. 19-178, Page Three (3), Line Twenty-Two  
3 (22) beginning with the word “The” and ending on Page Three (3), Line Twenty-Five (25) with  
4 “CONTRACTOR.”, be deleted in its entirety and replaced with the following:

5 “The cumulative total of this Agreement shall not be in excess of Two Million, Four  
6 Hundred Twenty Thousand and No/100 Dollars (\$2,420,000.00). It is understood that all expenses  
7 incidental to CONTRACTOR’s performance of services under this Agreement shall be borne by  
8 CONTRACTOR.”

9 5. COUNTY and CONTRACTOR agree that this Amendment I is sufficient to amend the  
10 Agreement; and that upon execution of this Amendment I, the Agreement and Amendment I together  
11 shall be considered the Agreement.

12 The Agreement, as hereby amended, is ratified and continued. All provisions, terms,  
13 covenants, conditions and promises contained in the Agreement and not amended herein shall remain  
14 in full force and effect.

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EXECUTED AND EFFECTIVE as of the date first above set forth.

TWO Q, Inc.

*Olveva*  
(Authorized Signature)

June Olveva, President  
Print Name & Title

7589 N Wilson Ave Ste 103

Fresno CA 93711  
Mailing Address

COUNTY OF FRESNO

*Ernest Buddy Mendes*  
Ernest Buddy Mendes, Chairman of the  
Board of Supervisors of the County of  
Fresno

ATTEST:  
Bernice E. Seidel  
Clerk of the Board of Supervisors  
County of Fresno, State of California

By: *Susan Bishop*  
Deputy

FOR ACCOUNTING USE ONLY:

Fund: 0001  
Subclass: 10000  
ORG: 56304564, 56304792  
Account: 7295

Fiscal Year	<u>56304564</u>	<u>56304792</u>	<u>Total</u>
FY 2018-19	\$190,000		\$190,000
FY 2019-20	\$760,000	\$40,000	\$800,000
FY 2020-21	\$700,000	\$30,000	\$730,000
FY 2021-22	<u>\$700,000</u>		<u>\$700,000</u>
Total	\$2,350,000	\$70,000	\$2,420,000

## Summary of Services

ORGANIZATION: JP MARKETING, A DIVISION OF TWO Q, INC.

SERVICE: MARKETING, ADVERTISING AND CONSULTATION SERVICES

ADDRESS: 7589 N WILSON AVE STE 103 FRESNO CA 93711

OFFICE TELEPHONE: 559-438-2180

CONTACTS: Michele Meisch, Client Services Director 559 804 0360

EMAIL: [michele@jpmktg.com](mailto:michele@jpmktg.com)

CONTRACT PERIOD: Effective upon execution – June 30, 2019 \$190,000  
 July 1, 2019 – June 30, 2020 \$800,000  
 July 1, 2020 – June 30, 2021 \$730,000  
 July 1, 2021 – June 30, 2022 \$700,000

AMOUNT: Total \$2,420,000

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### **Summary of Services**

JP Marketing henceforth referred to as CONTRACTOR, shall work with the Department to create media campaigns focusing on suicide prevention, mental health awareness, reducing the stigma around mental illness, prevention of substance use disorder and access to substance use disorder services. They will also assist in the creation of a comprehensive communication plan for the department as well as the Fresno Suicide Prevention Collaborative, which will lay the foundation for all communication and marketing efforts pertaining to public relations and internal processes. The behavioral health community demographic has proven particularly difficult to reach in past marketing efforts leading to the need for further research. The research should include concentrated focus groups that represent the different population groups of Fresno County including rural, urban, as well as different age, and cultural groups.

### **Contractor's Responsibilities**

#### **Projects & Timelines**

- A. A Comprehensive Department of Behavioral Health Communication Plan – CONTRACTOR will create a practical written Comprehensive Communications Plan based on research within 60 days of contract execution and each subsequent renewal year. The plan will guide the department with internal and external communication including branding guidelines, procedures for announcements that include multi-media, social media, and all written material. The plan will guide all contracted provider communication efforts to match the department.

Timeline – April, May, June Fiscal Year 18/19 and revisited in FY 20/21 and 21/22.

- B. Annual Comprehensive Fresno County Suicide Prevention Collaborative Communication Plan – Contractor will create a practical written Comprehensive Communications Plan based on research within 60 days of contract execution and each subsequent renewal year. The plan will guide the collaborative with internal and external communication including branding guidelines, procedures for announcements that include multi-media, social media, and all written material. The plan will guide all communication efforts for all workgroups in the collaborative.

Timeline – April, May, June Fiscal Year 18/19 and revisited in FY 20/21 and 21/22.

- C. Suicide Prevention Media Campaign – CONTRACTOR will create new ads and use existing ads to educate residents on suicide prevention and available community resources. Campaign may target the following populations but are not limited to youth ages 12-18, parents, middle aged white and Latino males, middle aged white and Latino females, the LGBTQ community, and veterans. Campaign will be yearlong with increased efforts in August, September, and October.

Timeline – Start upon Contract Execution FY 18/19, Year Round in Fiscal Years 19/20, FY 20/21, and FY 21/22.

- D. Mental Health Awareness Campaign – CONTRACTOR will develop and produce advertising campaigns, which may include TV, radio, newspaper, outdoor and digital platforms. CONTRACTOR will develop and produce other public service announcements as necessary. The campaign will focus on bringing awareness on the importance of Mental Health access, services, and first steps. Heavy campaign push in April, May, and June.

Timeline – Start upon Contract Execution FY 18/19, and April, May, June of Fiscal Years 19/20, 20/21, and 21/22.

- E. Mental Health Stigma Reduction Campaign – CONTRACTOR will develop and produce advertising campaigns, which may include TV, radio, newspaper, outdoor and digital platforms. CONTRACTOR will develop and produce other public service announcements as necessary. The campaign will focus on reducing the negative stigma surrounding Mental Illness. Campaign push in March, April, May, September, October, and November.

Timeline – Start upon Contract Execution FY 18/19, and April, May, June, September, October, November of Fiscal Years 19/20, 20/21, and 21/22.

- F. Substance Use Disorder Prevention Campaign - Develop and produce advertising campaigns, which may include TV, radio, newspaper, outdoor and digital platforms. Develop and produce other public service announcements as necessary. The campaign will focus on Substance Use Disorder prevention efforts throughout Fresno County. Campaign push in March, April, November, and December.

Timeline – March, April, November, December of Fiscal Years 19/20, 20/21, and 21/22.

- G. Substance Use Disorder Access Campaign – CONTRACTOR will develop and produce advertising campaigns, which may include TV, radio, newspaper, outdoor and digital platforms. Develop and produce other public service announcements as necessary. The campaign will focus on access to services for Substance Use Disorder. Campaign push in May, June, October, and November.

Timeline – May, June, October, November of Fiscal Years 19/20, 20/21, and 21/22.

- H. Market Research Groups - The diverse behavioral health demographics has proven particularly difficult to reach in past marketing efforts leading to the need for further research. The research should include concentrated focus groups that represent the different population groups of Fresno County including rural, urban, as well as different age and cultural groups.

Timeline - February, March Fiscal Year 19/20 and September, October Fiscal Year 20/21.

### **Activities/Tasks**

- A. Meetings - The CONTRACTOR will facilitate meetings with Department staff from selected programs to identify program procedures, requirements, and goals related to media and educational campaigns and projects.
- B. Review Partnerships - The CONTRACTOR will review the Department's existing partnerships with other agencies and existing educational materials for opportunities to enhance and integrate complementary messages countywide.
- C. Research - The CONTRACTOR will identify target audiences, specific messages, and distribution networks to reach program goals as well as determine the most timely and cost-effective methods to do so. This will be done by conducting message testing and campaign resonance, through focus groups and pre and post testing. Includes all hard costs associated with research.
- D. Data Reporting\_ The CONTRACTOR will design measures to assess changes in public attitudes, perceptions, and behavior, especially among target and priority populations, to improve the effectiveness of campaigns and materials, and to demonstrate campaign outcomes. Assessments may include but are not limited to impressions reports, pre/post test results, and/or focus groups.
- E. Ad Development & Placement - Develop multimedia ads and possibly utilize premade campaigns for various audiences. Place created ads in most advantageous locations as to maximize awareness for campaign message.
- F. Cultural Needs - Customize and/or develop and place TV and radio ads in English, Spanish, and Hmong.
- G. Website - Recommend improvements to the DBH, fresnocares.org, centralvalleyopioidsafety.org websites as well as other websites as they arise. Also assist in the creation of landing pages for special events as needed.
- H. Social Media - Integrate messages across platforms, including the Department's website and social media pages, as appropriate. Assist in best practices when it comes to messaging as well as procedures for posting information.

- I. Media Buys - Place advertisements with identified distribution networks using cost-effective media buying strategies and leveraging available resources. This can include broadcast television, radio, signage, online, and other media outlets.
- J. Integrate - Integrate the Departments assets of media production for cost-saving purposes, locate deficits, and assist in overall development of media outreach.
- K. Each Mind Matters - Integrate the California state initiative called "Each Mind Matters" whenever possible.
- L. Creative Material Creation - Create new factsheets, flyers, and/or infographics that the department will own the rights to for distribution.
- M. News Releases - Recommend and review news releases, media advisories, interview talking points and related earned-media communications, as appropriate, to build and maintain public awareness and credibility.
- N. Training & Technical Assistance - Provide training and technical assistance to Department staff as necessary on creating compelling, newsworthy pieces to increase public awareness of health topics, and to influence positive changes at the individual and systemic levels.
- O. Training – Contractor may be asked to attend trainings around Mental Health & Substance Use Disorder issues.
- P. Internal Communications - Support Department internal communications to create an inclusive, service-oriented culture in which employees feel supported, valued and driven in the pursuit of the Department's mission.
- Q. Cultural Understanding - Assist in designing all necessary documents translated in Fresno County's threshold languages of Spanish & Hmong for easiness of understanding.
- R. Preferred Terms - Working in collaboration with the DBH Cultural Humility Committee, develop a list of preferred terms in Spanish & Hmong that allow for best understanding.

### **Compliance with County & Data Capturing**

- A. CONTRACTOR shall comply with all contract monitoring and compliance protocols, procedures, data collection methods, and reporting requirements conducted by the COUNTY.
- B. Data Capture – CONTRACTOR will set up appropriate data capture for all of the above projects. Capture should include online analytics, ratings reports, and any other data capturing methods.
- C. Data Reporting - CONTRACTOR will go over the data for recommended next steps and assist the department in making necessary changes to future campaigns. Contractor may be asked to make presentations to all department staff, small groups, and at special events as needed.

### **COUNTY's Responsibilities**

- A. Meetings – DBH staff will work with contractor to schedule weekly meetings that may be in person or by phone. The meetings are used to check in, assess projects, receive feedback, and strategize next steps.
- B. Material – DBH staff will provide current assets to contractor including produced videos, graphics, logos, etc.

**Fresno County Department of Behavioral Health  
JP Marketing - Media Communications and Advertising Services Budget**

<b>TEAM MEMBER TITLES ASSIGNED</b>	<b>CAMPAIGN PROJECT SERVICE</b>	<b>FY 2018-19 (4/9/19-6/30/19)</b>	<b>FY 2019-20</b>	<b>FY 2020-21</b>	<b>FY 2021-22</b>
Creative Director, Art Director, Graphic Designer, Web Designer, Copywriter, Photographer, Production Manager, Admin Support, Subject Matter Expert, Billing Manager	Creative Services - create ads to support the media plan; turnkey production services including translation; possibly specific landing page or microsite, includes all hard costs associated with creative projects.	\$31,355	\$129,000	\$45,000	\$45,000
President, Subject Matter Expert, Director of Account Services, Account, Manager, Account Coordinator, Admin Support, Billing Manager	Research - conduct message testing and campaign resonance, includes all hard costs associated with research.	\$8,400	\$75,000	\$65,000	\$35,000
Media Buyer, Media Director, Billing Manager	Media Buy - media planning, negotiating, reconciling and billing; includes all mediums and possible sponsorships	\$115,500	\$450,000	\$518,000	\$518,000
Director of Account Services, Account Manager, Account Coordinator, Billing, Manager, Production Manager	Account Management - task management, meetings, reporting and billing. Includes any and all travel to and from client meetings.	\$17,798	\$75,000	\$45,000	\$45,000
President, Subject Matter Expert, Director of Account Services, Account, Manager, Account Coordinator, Admin Support, Billing Manager	Strategy - overall messaging and positioning support; includes direction for fresnocares.org website and other activities that support the campaign goals.	\$4,200	\$16,000	\$16,000	\$16,000
Production Manager, Director of Account Services, Account Manager, Account, Coordinator, Admin Support, Billing Manager	Printing & Distribution - printing and production for materials for community distribution by FCDBH and partners; in coordination with Access to Services campaign.	\$5,292	\$25,000	\$20,000	\$20,000
PR / Outreach / Social Media, Director of Account Services, Account Manager, Account Coordinator, Billing Manager, Admin Support	Outreach - collaboration with community partners; in coordination with Access to Services campaign. Includes all hard costs such as PR Wire costs.	\$3,570	\$15,000	\$15,000	\$15,000
Subject Matter Expert, Admin Support, Copywriter, Creative Director	Copywriting - technical writing by subject matter expert consultant; editing and approval facilitation	\$3,885	\$15,000	\$6,000	\$6,000
	<b>Total</b>	<b>\$190,000</b>	<b>\$800,000</b>	<b>\$730,000</b>	<b>\$700,000</b>