



Board Agenda Item 37

DATE: February 25, 2020

TO: Board of Supervisors

SUBMITTED BY: Dawan Utecht, Director, Department of Behavioral Health

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

RECOMMENDED ACTION(S):

Approve and authorize the Chairman to execute Amendment I to Agreement No. 19-178 with Two Q, Inc., to add market research groups for diverse populations, effective upon execution, with no change in the term to June 30, 2022 and increasing the maximum by \$70,000 to a total of \$2,420,000.

Approval of the recommended action will authorize JP Marketing, a division of Two Q, Inc., to assist the Department of Behavioral Health in promoting public mental health awareness and reducing stigma in the county. JP Marketing will provide targeted focused market research groups that represent the different population groups of Fresno County including rural, urban, as well as different age, and cultural groups. The recommended amendment will be funded with Mental Health Services Act (MHSA) Innovations Community Program Planning Process (INN CPPP) and Prevention and Early Intervention (PEI) Communication Plan funds with no increase in Net County Cost.

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 targeting Fresno's diverse populations would be severely limited. The market research allows the department to follow up and assess what efforts have been effective.

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended action. The cost (\$70,000) of the added focus group research services will be funded with MHSA INN CPPP and PEI Communication Plan funds. FY 2019-20 maximum will increase from \$760,000 to \$800,000; the annual maximum for the FY 2020-21 will increase from \$700,000 to \$730,000. Sufficient appropriations and estimated revenues are available in the Behavioral Health Org 5630 FY 2019-20 Adopted Budget and will be requested in subsequent fiscal year budgets for the duration of the contract term. Invoices are up to date.

DISCUSSION:

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

Currently, campaigns are 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. With minimal demographic data, strategies have proven to be very difficult to market to the

diverse population in Fresno County. The proposed Amendment would allow Two Q, Inc., to provide additional focus group research specific to the populations needed by the Department or based on data.

Focus groups allow for interactive research with a small group as opposed to individual responses on surveys. Through this interaction, moderators get the content from responses, and they get to observe the group and pick up on emotional responses, contradictions, stress, anger, frustration, enthusiasm and other feelings that do not come through a structured questionnaire. This interactive discussion format typically draws out more useful data than a collection of individual research responses. These focus groups will allow the Department to enhance, change or create a products or services to better serve our diverse population.

Approval of the recommended action will allow the Department to utilize Two Q, Inc., for additional TAY Focus Groups and influence positive changes in the mental health and well-being of County residents.

REFERENCE MATERIAL:

BAI #36, April 23, 2019

ATTACHMENTS INCLUDED AND/OR ON FILE:

On file with Clerk - Amendment I to Agreement 19-178 with Two Q, Inc.

CAO ANALYST:

Ronald Alexander