



# Board Agenda Item 72

DATE: June 20, 2023

TO: Board of Supervisors

SUBMITTED BY: David Luchini, RN, PHN, Director, Department of Public Health

SUBJECT: Fourth Amendment to Agreement with Two Q, Inc., dba JP Marketing

RECOMMENDED ACTION(S):

**Approve and authorize the Chairman to execute Amendment No. 4 to Agreement with Two Q, Inc., dba JP Marketing, to continue marketing and mass communication services, extending the term by nine months from July 1, 2023 to March 31, 2024 with no change to the maximum compensation of \$6,897,223.**

There is no additional Net County Cost associated with the recommended action. Approval of the recommended action will extend the term of the agreement with Two Q, Inc., dba JP Marketing (JP Marketing) by nine months through March 31, 2024 with no change to the total maximum compensation of \$6,897,223. The Department will be able to continue utilizing JP Marketing's expertise to assist with marketing and mass communication efforts to increase public education and awareness of various public health topics and services. This item is countywide.

ALTERNATIVE ACTION(S):

There are no viable alternative actions. Should your Board not approve the recommended action, the Department will not have the professional media marketing, advertising, and public relations expertise to continue its many public health awareness campaigns until a new contract is established with a qualified vendor. There will also be a gap in services that will limit the Department's efforts to disseminate important information to the community during this time.

FISCAL IMPACT:

There is no Net County Cost associated with the recommended action. The maximum compensation for the final twelve-month period beginning July 1, 2022 (\$1,442,741) will be extended through the additional nine-month period ending March 31, 2024. There will be no change to the total maximum compensation of \$6,897,223 for the entire term of the agreement. These services are funded through State and Federal funds, Health Realignment, and Special Revenue Funds. Sufficient appropriations and estimated revenues will be included in the Department's Org 5620 FY 2023-24 Recommended Budget.

DISCUSSION:

On May 8, 2018, your Board approved an agreement with JP Marketing for advertising and media communications services to assist the Department with educating and engaging the public on various health topics. Subsequent amendments to the agreement were executed by your Board on March 26, 2019, February 23, 2021, and February 22, 2022. The first amendment added services for Phase 1 of the Department of Public Works and Planning's Environmental Compliance Center neighborhood outreach. The

second amendment increased the maximum compensation of the agreement to allow for additional public outreach regarding health education and other efforts which supported the Department's goals. The third amendment was approved to support increased efforts in encouraging public health awareness including enhanced COVID vaccination campaigns, health equity participation, smoking cessation and to update agreement language regarding compensation, insurance requirements, intellectual property and electronic signatures.

Approval of the recommended fourth amendment will extend the term of the agreement for nine months from July 1, 2023 through March 31, 2024 to complete essential public education and engagement campaigns in progress and scheduled for the second half of the calendar year, with no change to the maximum compensation. Some projects and campaigns for FY 2022-23 were not completed as planned after strategies changed, resulting in cost savings. The Department will be able to continue its public health advertising and media communications regarding health equity, communicable diseases, smoking cessation, the permitting of mobile food vendors, and other important public health topics. The extension will allow these efforts to continue without interruption while the County completes the request for proposals process to develop a new multidepartment agreement for media and mass communications services with a qualified vendor.

REFERENCE MATERIAL:

BAI #47, February 22, 2022  
BAI #26, February 23, 2021  
BAI #43, March 26, 2019  
BAI #35, May 8, 2018

ATTACHMENTS INCLUDED AND/OR ON FILE:

On file with Clerk - Amendment No. 4 with Two Q, Inc.

CAO ANALYST:

Ron Alexander