



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: Behavioral Wellness
Department No.: 043
For Agenda Of: August 22, 2017
Placement: Administrative
Estimated Time:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Alice Gleghorn, Ph.D., Director
Director(s) Department of Behavioral Wellness 681-5220
Contact Info: Pam Fisher, Deputy Director of Clinical Operations
Department of Behavioral Wellness 681-5220
**SUBJECT: Workforce Education and Training/Southern Counties Regional Partnership
Service Contract FY 17-18 – Idea Engineering Inc.**

County Counsel Concurrence

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

- A. Approve and authorize the Chair to execute an Agreement for Services of Independent Contractor with **Idea Engineering** (a local vendor), on behalf of the Southern Counties Regional Partnership (SCRP) Workforce Education and Training (WET) program through its fiscal agent, the Department of Behavioral Wellness, for the provision of services to create recruitment and marketing material for SCRCP outreach to a culturally diverse workforce, for a total contract amount not to exceed **\$160,000** through June 30, 2018.
- B. Determine that the above actions are organizational or administrative activity of government that will not result in direct or indirect physical changes in the environment, pursuant to section 15378(b)(5) of the California Environmental Quality Act (CEQA) guidelines.

Auditor-Controller Concurrence

As to form: Yes

Summary Text:

On December 2, 2014, the Santa Barbara County Board of Supervisors authorized and approved Behavioral Wellness' agreement with the Office of Statewide Health Planning and Development (OSHPD) to be the fiscal and administrative agent for SCRP activities for the period of December 2, 2014 through September 30, 2017 in the amount of \$4,047,349. The SCRP consists of a partnership of mental health departments for the counties of Santa Barbara, San Bernardino, Imperial, Kern, Orange, Riverside, San Diego, San Luis Obispo, and Ventura, as well as the Tri-City region (Claremont, La Verne, and Pomona). The funds are to implement the Five-Year Plan goals established by OSHPD for FY 2014-2019.

Although Behavioral Wellness received full payment of the SCRP funds, as of June 2017 there remains \$2.6 million of available funds for expenditure for implementation of the SCRP's Five-Year Plan. The SCRP Memorandum of Understanding will automatically renew on an annual basis, starting October 2017, subject to funding or termination for convenience by members. However, In March 2017 the SCRP members agreed to continue the partnership with Behavioral Wellness as the Fiscal and Administrative agent for SCRP beyond September 2017 until all of the funds have been utilized to achieve the goals. Behavioral Wellness Executive Leadership supported the continuation of Behavioral Wellness as the fiscal agent for SCRP. Workforce Education and Training (WET) is one of the key components of the Behavioral Wellness MHSA plan. The role of the Fiscal Agent of the SCRP provides Behavioral Wellness with a unique opportunity to participate in a Leadership and participate on a higher level to guide the WET process.

Approval of the recommended actions will allow Behavioral Wellness, as the fiscal and administrative agent for the SCRP, to carry out SCRP's directive, voted on and approved by SCRP to contract with Idea Engineering for the procurement of services to create recruitment and marketing material for them.

Background:

In November 2004, California passed Proposition 63, which imposed a 1% tax on adjusted annual income over \$1,000,000 enacted into law in 2005 as the Mental Health Service Act (MHSA) whose purpose is to reduce long-term adverse impact on individual, families and state and local budgets resulting from untreated serious illness. The Mental Health Services Act (MHSA) requires each county mental health department to develop a local Workforce Education and Training (WET) Plan, and to participate in regional partnerships among the mental health system and the educational system to expand outreach to multicultural communities, increase the diversity of the mental health workforce, reduce the stigma associated with mental illness, and to promote the use of web-based technologies, and distance learning techniques.

Five Regional Partnerships have been formed under WET throughout the State. As the fiscal and administrative agent for the SCRP through June 30, 2019, Behavioral Wellness is responsible for negotiating and monitoring contracts and projects during that period that achieve the Five-Year Plan goals established by OSHPD for 2014-2019:

- **Goal #1:** Increase the number of diverse, qualified individuals in the public mental health system workforce to remedy the shortage of qualified individuals to provide services to address severe mental illness.
- **Goal #2:** Expand the capacity of California's incumbent public mental health workforce to meet California diverse and dynamic needs.

- **Goal #3:** Facilitate a robust statewide, regional, and local infrastructure to develop the public mental health workforce.

Idea Engineering is a full service branding, marketing and design agency. Idea has extensive experience working with Mental Health agencies. SCRCP membership approved, at the May 2017 SCRCP coordinators’ meeting, that Idea Engineering would provide the next phase of recruitment materials to increase the number of diverse, qualified individuals in the public mental health system workforce, by creating a recruitment video, brochures and promotional handouts for all SCRCP members.

The SCRCP Coordinators’ Executive Board is solely responsible for approving all SCRCP activity budgets. Due diligence in the selection of this contractor was thoroughly conducted by SCRCP over a three month period from March through May of this year. That process consisted of recommendation, quotes, discussion and approval by SCRCP members. SCRCP Coordinators reviewed the goals of SCRCP and OSHPD and determined that they needed a new recruitment marketing brochure and videos to assist in achieving the Five-Year Plan goals established by OSHPD for 2014-2019. SCRCP requested that Behavioral Wellness obtain quotes from marketing firms, including one from Idea Engineering, for consideration by SCRCP. Behavioral Wellness reached out to both local and national vendors for quotes and presented the proposals to the SCRCP Coordinators. On May 17, 2017 the SCRCP Coordinators, who represent each of the regions unanimously voted to accept the Idea Engineering proposal and to proceed with a contract, negotiated by Behavioral Wellness on behalf of the SCRCP. Behavioral Wellness Executive staff were apprised of the SCRCP vendor selection for this contract.

Performance Measure:

Idea Engineering is a new contract for SCRCP and the goals for deliverables are set out in the contract.

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

Funding Sources	FY 17-18 Cost:	Annualized On-going Cost:	Total One-Time Project Cost
General Fund			
State	\$160,000		
Federal			
Fees			
Other:			
Total	\$ 160,000	\$ -	\$ -

Narrative: There are no county funds or Behavioral Wellness funds supporting this contract. Behavioral Wellness has received from OSHPD all \$4,047,349 to administer and implement the SCRCP’s Five-Year Plan goals established by OSHPD for 2014-2019. This contract will utilize \$160,000 of the remaining designated funds of \$2,600,000 set aside for SCRCP regional programs to achieve the Five-Year Plan goals, and the expenditure for these services has been approved by the member counties. The funding for the Idea Engineering contract is provided exclusively by OSHPD for SCRCP activities and does not impact county funding or budget.

Key Contract Risks:

As with any contract funded by State and Federal sources, there is a risk of future audit disallowances and repayments. Behavioral Wellness contracts include language requiring contractors to repay any amounts disallowed in audit findings, minimizing financial risks to County.

Special Instructions:

Please email one (1) complete copy of the executed contract and one (1) minute order to Denise Morales: dmorales@co.santa-barbara.ca.us

Attachments:

Attachment A: Idea Engineering FY 17-18 SCRP BC
Attachment B: SCRP MOU FY 14-17

Authored by: D. Morales