



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: May 15, 2018
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
First Amendment to FY 17-18 and FY 18-19– Idea Engineering Inc. Contract**

County Counsel Concurrence

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

- A. Approve and authorize the Chair to execute a First Amendment to the Agreement for Services of Independent Contractor with **Idea Engineering** (a local vendor), on behalf of the Southern Counties Regional Partnership (SCRIP) Workforce Education and Training (WET) program through its fiscal agent, the Department of Behavioral Wellness, for the continued provision of recruitment and marketing services for SCRIP, to extend the contract through Sept. 30, 2018, with no change to contract amount.
- 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.

Summary Text:

This item is on the agenda to request approval to extend the contract end date by three (3) months due to delays in work and unavailability of staff associated with the Thomas Fire and subsequent mud slides. The total contract amount remains the same. Approval of the recommended action would allow Contractor time to complete work on the recruitment and marketing materials for the ten counties that comprise the Southern Counties Regional Partnership (SCRP).

Background:

On December 2, 2014, the Santa Barbara County Board of Supervisors authorized and approved Behavioral Wellness's agreement with the Office of Statewide Health Planning and Development (OSHPD) to be the fiscal and administrative agent for SCRCP activities to implement SCRCP's Five-Year Plan established by OSHPD for FY 2014-2019. SCRCP 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).

Five Regional Partnerships have been formed under WET throughout the State. As the fiscal and administrative agent for the SCRCP 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 based in Santa Barbara County. They have completed the majority of the work for SCRCP but due to the natural disasters that plagued the county in November through January it impacted their access and mobility to complete the work. Approval of the extension to the contract will allow Idea Engineering to complete the contract.

Performance Measure:

Below is a description of the performance measures included in the contract and a status report regarding Contractor's performance to-date:

1. **Standard Recruitment Video.** Contractor shall create one master core Recruitment Video of approximately 3:00 to 5:00 minutes in length to a target audience, in formats mutually agreed upon between the Contractor and Behavioral Wellness designated staff, with input from SCRCP Coordinators, to serve as the basis for SCRCP recruitment and outreach efforts.

Status: The rough cut of the recruitment video is 100% completed, Idea Engineering must incorporate feedback provided from coordinators and complete final cut of video.

2. **Recruitment Video Customization:** Contractor shall create ten customized and localized recruitment videos of 4:00 to 6:00 minutes for all ten SCRCP counties/entities with formatting

as agreed with Behavioral Wellness designated staff with input from SCRP Coordinators, so that each video individually represents each SCRP county/region.

Status: Recruitment Video Customization is 10% completed, customization remains for nine counties/entities. This will be completed after final cut of Standard Recruitment Video is completed.

3. Recruitment Brochures: Contractor shall create, design and develop ten (10) customized and localized informational recruitment brochures for all ten SCRP counties/entities, in the form of PDFs and print-ready files, with the content provided by Behavioral Wellness designated staff with the SCRP Coordinators, so that each video individually represents each SCRP county/region, that consists of up to 20 pages

Status: Rough draft of Recruitment Brochure is 100% completed. Final version of Recruitment Brochure is 20% completed.

4. Promotional Handouts: contractor shall develop ten (10) pocket-sized handouts for each SCRP county/entity with the entity's specific logo and URL (exact dimensions to be determined), with input by Behavioral Wellness designated staff and with the SCRP Coordinator representing their region to supply content, that will invite people to view the recruitment video online.

Status: Promotional Handout is 0% completed. Promotional Handout will only be completed after Recruitment Brochure is 100% completed.

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

<u>Funding Sources</u>	<u>FY 17-18 Cost:</u>	<u>FY 18-19 Cost</u>	<u>Project Overall Cost</u>
General Fund			
State	\$120,000	\$ 40,000.00	
Federal			
Fees			
Other:			
Total	\$ 120,000	\$ 40,000.00	\$ 160,000.00

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 SCRP'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 SCRP 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 SCRP activities and does not impact county funding or budget. There is over \$59,000 in funds remaining on this contract. The total contract amount remains unchanged.

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 send one (1) complete copy of each executed contract and one (1) minute order to:
dmorales@co.santa-barbara.ca.us

Attachments:

Attachment A: Idea Engineering AM 1 FY 17-19

Attachment B: Idea Engineering FY 17-18 SCRP BC

Authored by: Denise Morales