COUNTY OF LOS ANGELES

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Director

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Chief Deputy Director

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DEPARTMENT OF MENTAL HEALTH

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550 SOUTH VERMONT AVENUE, LOS ANGELES, CALIFORNIA 90020

Reply To: (213) 738-4601
Fax: (213) 386-1297

June 04, 2013

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

REQUEST APPROVAL TO EXTEND THE CONSULTANT SERVICES AGREEMENT WITH INEZ K. MANN DOING BUSINESS AS MANN AND ASSOCIATES ON A MONTH-TO-MONTH BASIS FOR SIX MONTHS IN FISCAL YEAR 2013-14
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)

SUBJECT

Request approval to extend the existing Consultant Services Agreement with Inez K. Mann, doing business as Mann and Associates, for recruitment advertising, marketing and public/media relations services for the Department of Mental Health, on a month-to-month basis for a period of up to six months in Fiscal Year 2013-14 pending completion of a solicitation process.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve and authorize the Director of Mental Health (Director), or his designee, to prepare, sign, and execute an amendment, substantially similar to Attachment A, to the Consultant Services Agreement (Agreement) with Inez K. Mann, doing business as Mann and Associates (Mann and Associates) for the provision of recruitment advertising, marketing and public/media relations services for the Department of Mental Health's (DMH) clinic operations, to extend the Agreement term on a month-to month basis for up to six months in Fiscal Year (FY) 2013-14. This amendment will be effective July 1, 2013 through December 31, 2013, or until the DMH awards a new recruitment advertising, marketing and public/media relations agreement with a qualified selected service provider, whichever occurs earlier. For FY 2013-14, the Total Compensation Amount (TCA) for the six-month extension will be $37,500 fully funded by Sales Tax Realignment funds.

2. Delegate authority to the Director, or his designee, to prepare, sign, and execute future

amendments to this Agreement, as may be necessary, to purchase additional services of the same type described in the Agreement or to reflect program and/or Board policy changes provided that: 1) the County's total payments to the Contractor under this Agreement does not exceed an increase of 10 percent from the last Board-approved TCA; 2) sufficient funds are available from the appropriation budgeted for this Agreement in the Fiscal Year 2013-2014; 3) County Counsel, or his designee, approves such amendments as to form prior to execution; and 4) the Director, or his designee, notifies your Board and the Chief Executive Officer (CEO) in writing within 30 days after execution of each amendment.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Board approval is required to extend the term of the existing Agreement with Mann and Associates on a month-to-month basis, effective July 1, 2013 through December 31, 2013, or until DMH enters into a new recruitment advertising, marketing and public/media relations agreement with a qualifying agency.

DMH has been working on a Request for Services (RFS) solicitation process with the intent to contract with a qualified agency to provide recruitment advertising, marketing and public/media relations services.

Implementation of Strategic Plan Goals

The recommended actions are consistent with the County's Strategic Plan Goal 1, Operational Effectiveness and Goal 3, Integrated Services Delivery.

FISCAL IMPACT/FINANCING

The total estimated cost of the Mann and Associates TCA for the six-month extension period, effective July 1, 2013 through December 31, 2013 is $37,500 fully funded with Sales Tax Realignment funds. Funding for this Agreement is included in DMH's FY 2013-14 Recommended Budget.

There is no net County cost impact associated with the recommended actions.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The request for additional month-to-month extensions beginning July 1, 2013, will ensure that there will be no interruption in recruitment advertising, marketing and public/media relations services throughout the County. DMH will continue working on a RFS solicitation process to select and enter into an agreement with a qualified agency that can provide recruitment, advertising, marketing, and public/media relations services starting in FY 2013-14.

In 2008, DMH conducted a Request for Proposals (RFP) solicitation to select and enter into an agreement with a qualified agency for the purposes of recruitment, advertising, and marketing. As a result of the RFP solicitation, Mann and Associates was selected to enter into an agreement (Agreement No. MH050026) following the Board letter dated October 21, 2008. The purpose of this Agreement was to enhance the visibility of DMH's clinical recruitment efforts and to develop

innovative recruitment, advertising, and marketing strategies to attract qualified psychiatrists. This Agreement will expire on June 30, 2013.

Mann and Associates, located at 1719 Gillette Crescent, South Pasadena, CA 91030, is a sole proprietorship, minority, woman-owned, full-service communications agency that has provided marketing, public relations, and advertising services to health care clients for 30 years. Mann and Associates efforts have included the development, design, and implementation of a marketing strategy that features testimonials and photographs of psychiatrists employed by DMH. These testimonials have been successfully utilized nationally in advertisements, direct mail campaigns, and posters provided to residency programs. These efforts increase the pool of candidates which enhance DMH's ability to hire psychiatrists. A lowered vacancy rate improves access to and the quality of psychiatric care provided to the community.

The attached amendment format has been approved as to form by County Counsel. DMH administrative staff will continue to review and monitor the Contractor's adherence to the Agreement and ensure that Agreement provisions and departmental policies are followed.

CONTRACTING PROCESS

On April 9, 2013, your Board approved a Board letter authorizing DMH to establish a Project Management Services Master Agreement list with pre-qualified contractors and to execute Project Management Services Master Agreements with pre-qualified contractors and Consultant Services Agreements with selected contractors for as-needed services. Interested contractors/agencies would be solicited through a Work Order/RFS process to provide specific Project Management Services under each service category such as marketing and communication. As the result of this Board letter, DMH has been working on a RFS solicitation process with the intent to contract with a qualified agency to provide recruitment advertising, marketing and public/media relations services.

Prior to this Board letter of April 9, 2013, DMH was prepared to release a Request for Proposal (RFP) to a pool of 4,000 potential vendors. The approval of the Project Management Services Master Agreement list allowed DMH to refine the pool of pre-qualified agencies. At this time, only six agencies have pre-qualified for placement on the Project Management Services Master Agreement list under the Marketing and Communication service category. DMH will release the RFS to those qualified agencies on the list under the Marketing and Communication category and at the end of the RFS process will select and enter into an agreement with one qualified agency.
DMH anticipates the issuance of the RFS to the pre-qualified agencies on the Project Management Services Master Agreements list under the category of Marketing and Communication in the beginning of July 2013. DMH will use the delegated authority granted in the April 9, 2013 Board letter to award a new contract to the selected agency no later than mid-November 2013. DMH will execute this timeline unless unforeseen extenuating circumstances prevent DMH from completing the RFS process by the mid-November deadline.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

An additional month-to-month contract extension effective July 1, 2013, for a period of up to six months in FY 2013-2014, will ensure that there will be no interruption in recruitment, advertising, marketing and public/media relations services throughout Los Angeles County until the Board

approves a new recruitment, advertising, marketing and public/media relations Agreement, whichever occurs earlier. In addition, if the contract is not extended, there could be a negative impact on our ability to recruit psychiatrists resulting in a higher vacancy rate and a decrease in access to psychiatric care for the community.

Respectfully submitted,

MARVIN J. SOUTHARD, D.S.W.

Director of Mental Health

MJS:RS:RK:pd

Enclosures

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors
Chairperson, Mental Health Commission

Attachment A

CONTRACT NO. MH050026

AMENDMENT NO. 8

THIS AMENDMENT is made and entered into this ___ day of _____, 2013, by and between the COUNTY OF LOS ANGELES (hereafter "County") and Inez K. Mann dba Mann and Associates (hereafter "Contractor").

WHEREAS, County and Contractor have entered into a written Agreement, dated October 21, 2008, identified as County Agreement No. **MH050026**, and any subsequent amendments (hereafter "Agreement"); and

WHEREAS, County and Contractor intend to amend Agreement only as described hereunder; and

WHEREAS, County and Contractor intend to amend Agreement to extend the term of this Agreement, effective July 1, 2013 and continuing on a month-to-month basis through December 31, 2013, to avoid a disruption in services while the Department of Mental Health (DMH) completes its pending Request for Services (RFS) solicitation process for recruitment, advertising, marketing and public/media relations services; and

WHEREAS, the Total Compensation Amount (TCA) for FY 2013-14 to cover the remaining six-month extension period shall be **$37,500**.

NOW, THEREFORE, County and Contractor agree that Agreement shall be amended only as follows:

1. For Fiscal Year 2012-2013, County and Contractor amend Agreement to extend the term of the Agreement effective July 1, 2013 and continuing on

month-to-month basis through December 31, 2013, to avoid disruption in services while DMH completes its pending RFS solicitation process for recruitment, advertising, marketing and public/media relations services. For FY 2013-14, the TCA shall be $37,500.

2. **Exhibit B-7** (Payment Schedule Summary) shall be revised and replaced with **Exhibit B-8** (Payment Schedule Summary), attached hereto and incorporated herein by reference.
3. Except as provided in this Amendment, all other terms and conditions of the Agreement shall remain in full force and effect.

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IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment to be subscribed by County's Director of Mental Health or his designee, and Contractor has caused this Amendment to be subscribed on its behalf by its duly authorized officer, on the day, month, and year first above written.

COUNTY OF LOS ANGELES

By _____
MARVIN J. SOUTHARD, D.S.W.
Director of Mental Health

Inez K. Mann dba Mann and Associates
CONTRACTOR

By _____

Name Inez "Kimi Mann

Title President
(AFFIX CORPORATE SEAL HERE)

APPROVED AS TO FORM:
OFFICE OF THE COUNTY COUNSEL

APPROVED AS TO CONTRACT ADMINISTRATION:

DEPARTMENT OF MENTAL HEALTH

By _____
Chief, Contracts Development
and Administration Division