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DMH**

LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH
500 S. VERMONT AVE., LOS ANGELES, CA 90020 HTTP://DMH.LACOUNTY.GOV



ROBIN KAY, PH.D.
Acting Director
DENNIS MURATA, M.S.W.
Acting Chief Deputy Director
RODERICK SHANER, M.D.
Medical Director

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

20 May 10, 2016

LORI GLASGOW
EXECUTIVE OFFICER

May 10, 2016

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 TERM OF A DEPARTMENT OF MENTAL HEALTH
CONSULTANT SERVICES AGREEMENT WITH CONSTANT AND ASSOCIATES, INC., ON A
MONTH-TO-MONTH BASIS FOR UP TO SIX MONTHS IN FISCAL YEAR 2016-17
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

Request approval to extend the existing Consultant Services Agreement with Constant and Associates, Inc., for recruitment advertising, marketing and public/media relations services to the Department of Mental Health, on a month-to-month basis for up to six months in Fiscal Year 2016-17 pending the completion of a solicitation process.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve and instruct the Acting Director of Mental Health (Acting Director), or her designee, to prepare, sign, and execute an amendment, substantially similar to Attachment, to extend the term of the Consultant Services Agreement (Agreement) with Constant and Associates, Inc. (Constant & Associates), on a month-to-month basis for up to six months in Fiscal Year (FY) 2016-17 for the provision of recruitment advertising, marketing and public/media relations services for the Department of Mental Health's (DMH) clinic operations. This amendment will be effective July 1, 2016, through December 31, 2016, or until DMH awards the successful proposer, whichever occurs earlier. For FY 2016-17, the Total Compensation Amount (TCA) for the six-month extension will be \$113,006 fully funded by Sales Tax Realignment funds and State Mental Health Services Act (MHSA) revenue.
2. Delegate authority to the Acting Director, or her designee, to prepare, sign, and execute future amendments to this Agreement, for the purpose of purchasing additional services of the same type

described in the Agreement, as necessary, or to reflect program and/or Board policy changes provided that: 1) the County's total payment to the Contractor under this Agreement do 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 FY 2016-17; 3) approval of County Counsel is obtained prior to such amendment; 4) the County and Contractor may, by written amendment, mutually agree to reduce programs or services without reference to 10 percent limitation and revise the applicable TCA; and 5) the Acting Director, or her designee, notifies your Board and the Chief Executive Office in writing within 30 days after execution of each amendment.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of the recommendations will enable DMH to extend the term of its existing Agreement with Constant & Associates on a month-to-month basis, effective July 1, 2016, through December 31, 2016, or until DMH enters into a new recruitment advertising, marketing and public-media relations agreement with a qualifying agency.

DMH is currently working on a Request for Services (RFS) solicitation process under its Project Management Services (PMS) Master Agreement list 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 3, Integrated Services Delivery.

FISCAL IMPACT/FINANCING

The total cost of this Agreement is \$113,006 for FY 2016-17. This Agreement is fully funded by Sale Tax Realignment funds and State MHSA revenue. Funding is included in the DMH's FY 2016-17 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, 2016, 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 the 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.

In 2014, DMH conducted an RFS solicitation under its established PMS Master Agreement list to select and enter into an agreement with a qualified agency for the purposes of recruitment, advertising, and marketing. As a result of the RFS solicitation, Constant & Associates was selected. The purpose of this Agreement was to enhance the visibility of DMH's clinical recruitment efforts and to develop innovation recruitment, advertising, and marketing strategies to attract qualified psychiatrists. This Agreement will expire on June 30, 2016.

Constant & Associates, located at 3655 Torrance Boulevard, Suite 430, Torrance, CA 90503, is a female-owned corporation and full-service communications agency that has provided marketing,

public relations, and advertising services to health care clients for over 10 years. Constant & 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. The services provided by Constant & Associates increase the pool of candidates, which enhances 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 by County Counsel. DMH administrative staff will administer and monitor the Agreement to ensure that consultant services are provided and ensure that agreement provisions and departmental policies are followed.

CONTRACTING PROCESS

The Board's approval to extend the term of this existing Agreement will allow DMH sufficient time to complete the RFS solicitation process under its PMS Master Agreement list that your Board approved on April 9, 2013. This list remains open and has been continuously since 2013 so that any qualified agencies that meet the minimum mandatory requirements can be placed in the PMS Master Agreement list.

DMH will release the RFS to those qualified agencies on the established PMS Master Agreement list that indicated interest in the service category under the Marketing and Communication category with the end result to enter into an agreement with a successful agency.

DMH anticipates the issuance of the RFS to the pre-qualified agencies on the PMS Master Agreement list in the beginning of June 2016. 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 2016.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The additional month-to-month Agreement extension effective July 1, 2016, up to six months in FY 2016-17 will ensure that there will be no interruption in recruitment, advertising, marketing and public/media relations services pending DMH's completion of the RFS process. In addition, if the Agreement is not extended, there could be 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.

The Honorable Board of Supervisors

5/10/2016

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Respectfully submitted,

Robin Kay, Ph.D.

ROBIN KAY, Ph.D.

Acting Director of Mental Health

RK:RS:AB:RC:jn

Enclosures

c: Executive Office, Board of Supervisors
Chief Executive Office
County Counsel
Chairperson, Mental Health Commission
Department of Health Services

CONTRACT NO. MH050146

AMENDMENT NO. 1

THIS AMENDMENT is made and entered into this ___ day of _____, 2016, by and between the COUNTY OF LOS ANGELES (hereafter "County") and Constant and Associates, Inc. (hereafter "Contractor").

WHEREAS, County and Contractor have entered into a written Agreement, dated March 24, 2014, identified as County Agreement No. MH050146, (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, 2016 and continuing on a month-to-month basis through December 31, 2016, 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 Fiscal Year (FY) 2016-17 to cover the remaining six-month extension period shall be \$113,006.

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

1. For FY 2016-17, County and Contractor amend Agreement to extend the term of the Agreement effective July 1, 2016 and continuing on a month-to-month basis through December 31, 2016, to avoid disruption in services while DMH

completes its pending RFS solicitation process for recruitment, advertising, marketing and public/media relations services. For FY 2016-17, the TCA is \$113,006.

2. Paragraph 4.0 TERM OF AGREEMENT, Subparagraph B. Two Option One-Year Renewal Periods number 3 is added to Agreement as follows:

“3. The term of this Agreement may be extended by the County’s Acting Director of DMH (“Acting Director”) beyond the expiration date on a month-to-month basis, for a period time not to exceed six months through December 31, 2016, upon the mutual consent of the parties. All provisions of the Agreement in effect on the date the extension term commences shall remain in effect for the duration of the extension, including, but not limited to, the Total Compensation Amount (TCA) set forth in Paragraph 5 (COMPENSATION).”

3. Paragraph 5.0 COMPENSATION, Subparagraph B. 1) is added to Agreement as follows:

“5.0 COMPENSATION:

B. 1) Total compensation for all services furnished hereunder shall not exceed the sum of ONE HUNDRED THIRTEEN THOUSAND SIX DOLLARS (\$113,006) for Fiscal Year 2016-17.”

4. Summary of Advertising/Marketing Component Costs and Fee Schedule, Exhibit B-1, attached hereto and incorporated herein by reference, shall be added to the Agreement.
5. Except as provided in this Amendment, all other terms and conditions of the Agreement shall remain in full force and effect.

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

COUNTY OF LOS ANGELES

By _____
Robin Kay, Ph.D.
Acting Director of Mental Health

Constant and Associates, Inc.
CONTRACTOR

By _____

Name Michelle Constant

Title Chief Executive Officer
(AFFIX CORPORATE SEAL HERE)

APPROVED AS TO FORM:
OFFICE OF THE COUNTY COUNSEL

APPROVED AS TO CONTRACT
ADMINISTRATION:

DEPARTMENT OF MENTAL HEALTH

By _____
Interim Chief, Contracts Development
and Administration Division

Term extension Constant & Associates

SUMMARY OF ADVERTISING / MARKETING COMPONENT COSTS FOR FISCAL YEAR 2016-17 (JULY 1, 2016- DECEMBER 31, 2016)					
Advertising Component	Deliverable (s)	Sales Tax Realignment (0.64)	MHSA CSS (0.32)	MHSA PEI (0.04)	Total Cost(per unit quantity, including placement fees and overhead expenses)
Ad Placement in Publications	4 Publications, 4 Total Ads monthly (minimum)	19,057.78	9,528.89	1,191.11	29,777.78
Ad Placement /Maintenance in Websites Job Banks; e-Mail Marketing Campaign	At least 6 Websites/Job Banks & 2 e-Newsletters	21,704.56	10,852.28	1,356.54	33,913.38
Marketing Component	Deliverable (s)				
Marketing Campaign Creation & Management	Written Proposal with Update; Custom Website Creation & Upkeep; Online Campaign Management & Optimization; Office/Admin.; QA/QC	22,464.00	11,232.00	1,404.00	35,100.00
Camera-Ready Ads	Minor Refreshing of 1 Current Ad Unit & 2 New Ad Units, as needed	643.84	321.92	40.24	1,006.00
Recruitment Brochure/Packet	Updates to Online & Digital Versions of Brochure as needed	4,453.44	2,226.72	278.34	6,958.50
Design and Print Post Cards/Mailers	Creation of 2 New Post Cards/Mailers	4,000.00	2,000.00	250.00	6,250.00
Bulk Mailing Service	Mailing to PGY III, IV & CA Licensed Psychiatrists	0.00	0.00	0.00	0.00
	Total:	72,324	36,162.00	4,520.00	113,006

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Fee Schedule – July 1, 2016- December 31, 2016

Month #	Deliverable	Invoice Substantiation	Sales Tax Realignment	MHSA CSS	MHSA PEI	Total Amount
1	Project Launch Meeting Marketing Campaign Proposal Print Ad Units Online Ad Units Recruitment Website	1. Meeting Minutes; 2. Written Marketing, Campaign Proposal; 3. Print Ad Run Schedule; and 4. Online Ad Schedule Approved.	15,944.29	7,972.15	996.52	24,912.96
2	Print Ad Units Online Ad Units	1. Print Ad Run Proof; and 2. Online Ad Unit Report.	8,286.05	4,143.03	517.88	12,946.96
3	Print Ad Units Online Ad Units	1. Print Ad Run Proof; 2. Online Ad Unit Report; and 3. Recruitment Packet Design.	15,856.77	7,928.39	991.05	24,776.21
4	Print Ad Units Online Ad Units	1. Print Ad Run Proof; 2. Online Ad Unit Report; and 3. Recruitment Packet Review and Delivery.	15,664.77	7,832.39	979.05	24,476.21
5	Print Ad Units Online Ad Units	1. Print Ad Run Proof; and 2. Online Ad Unit Report.	8,286.05	4,143.03	517.88	12,946.96
6	Print Ad Units Online Ad Units	1. Print Ad Run Proof; and 2. Online Ad Unit Report.	8,286.05	4,143.03	517.88	12,946.96
		Total:	72,324	36,162	4,520	113,006
Total Costs For Advertising and Marketing Deliverables: \$113,006 Staffing Costs for this period are estimated to be: \$28,365 (25.1%)						