



Los Angeles County
DEPARTMENT OF MENTAL HEALTH

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

27 March 20, 2018

CELIA ZAVALA
ACTING EXECUTIVE OFFICER

March 20, 2018

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:

**APPROVAL TO AMEND THE EXISTING PARTICIPATION AGREEMENT WITH THE CALIFORNIA
MENTAL HEALTH SERVICES AUTHORITY TO FUND MEDIA SERVICES FOR ACCESS TO
TREATMENT
AND
APPROVAL OF AN APPROPRIATION ADJUSTMENT FOR FISCAL YEAR 2017-18
(ALL SUPERVISORIAL DISTRICTS)
(4 VOTES)**

SUBJECT

Request approval of an Appropriation Adjustment, and to amend the existing Participation Agreement with the California Mental Health Services Authority, governed by a Joint Powers Agreement, to coordinate the development of media services for Access to Treatment.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve and authorize the Department of Mental Health's Chief Deputy Director of Administrative Operations (Chief Deputy Director), or his designee to amend the existing Participation Agreement (Agreement), Contract Number 277-2017-LAPEI, substantially similar to Attachment I, with the California Mental Health Services Authority (CalMHSA) for the development of a media campaign for Access to Treatment. This action will be effective upon Board of Supervisor's approval and extend through the end of the contract term, or until such time that the funds allocated for this project are fully expended, whichever comes first. The estimated Total Contract Amount (TCA) for the project is \$13.5 million and will be fully funded by State Mental Health Services Act (MHSA) revenue.
2. Delegate authority to the Chief Deputy Director, or his designee, to sign future amendments or

modifications to the CalMHSA Agreement, including amendments that extend the term, if appropriate, add related services, reflect federal, State, and County regulations and/or policy changes, and increase the TCA provided that, the County's total payment does not exceed an increase of 10 percent from the applicable TCA approved by your Board, subject to the prior review and approved as to form by County Counsel, with notice to the Board and the Chief Executive Officer (CEO).

3. Approve an Appropriation Adjustment (Attachment II) to provide \$13,500,000 from MHSA-Proposition 63 Fund in the Committed for Budget Uncertainties to increase Other Charges in the General Fund to provide additional spending authority for CalMHSA to develop media services.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of Recommendation 1 will authorize the Chief Deputy Director, or his designee, to execute amendment No 2 to the Participation Agreement with CalMHSA to perform the overall administrative oversight, project management, and contract with one or more vendors to implement a media campaign for Access to Treatment with deliverables as listed below.

Approval of Recommendation 2 will allow the Chief Deputy Director, or his designee, to amend the Agreement to incorporate necessary changes and/or modify the TCA.

Approval of Recommendation 3 will allow DMH to provide \$13,500,000 from MHSA-Proposition 63 fund from the Committed Budget Uncertainties as an Appropriation Adjustment.

DMH is seeking approval to implement a media campaign focusing on Access to Treatment, using State MHSA revenue. This project, led by CalMHSA and Los Angeles County, will utilize seven types of media, including, but not limited to multi-media, social media, events, and partnerships and sponsorships to inform and educate residents about the available mental health prevention and intervention programs and supports available to all County residents.

The Access to Treatment media campaign aims to educate County residents about available mental health services and to reduce the stigma associated with mental health treatment.

Through CALMHSA's procurements process this project has three deliverables as listed below.

1. Lead Contractor: for this deliverable CalMHSA will contract on a sole source basis with Los Angeles based Cause Communications in an effort to support the current and added scope of work related to the statewide Mental Health Month (May), with a focus on Los Angeles County media activities and events. Deliverables include Planning and Budget Development, Identification of Leadership, Team, Roles & Responsibilities, Campaign Development and Implementation, with a focus on Paid Multi-Media Creative Campaign with Call-to-Action/URL, Microsite for the Campaign (includes education, signs, tips, resources, events, etc.), Public Relations, Events, Influencer Relations, and Paid Social Media Campaign (Partnerships & Sponsorships).

2. Mini Grants: this deliverable includes CalMHSA's statewide PEI Mental Health Month efforts to support existing or new events being held by various organizations, including, but not limited to county based organizations and non-profits, to the extent the events are in line with messaging and focus of current work.

3. Pre/Post Evaluation: this deliverable includes the development and implementation of a Pre/Post evaluation, including a tracking survey which will measure campaign effectiveness with the target population of individuals ranging in age between 14-24 years. This deliverable will be done by the RAND Corporation which is uniquely qualified to expand their current scope of work as they are the current evaluator for all efforts related to CalMHSA's statewide PEI efforts.

Implementation of Strategic Plan Goals

The recommended Board actions support the County's Strategy I.1 - Increase Our Focus on Prevention Initiatives, and Strategy II.2 – Support the Wellness of Our Communities.

FISCAL IMPACT/FINANCING

The Appropriation Adjustment, fully funded with State MHSA revenue will transfer \$13,500,000 from Mental Health Services Act-Proposition 63 Fund - Committed for Budget Uncertainties to Other Charges in the General Fund to provide additional spending authority in FY 2017-18 for the Participation Agreement with CalMHSA to develop media services. The estimated TCA for the Amendment is \$13.5 million, which includes an administration fee of \$800,000 for CalMHSA's effort and oversight of the project.

CalMHSA will return to the County all funds not spent by June 30, 2018 pertaining to this amendment 45 days from June 30, 2018.

There is no net County cost associated with the recommended action.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

CalMHSA is a Joint Powers Authority (JPA) under Government Code Section 6500 et seq. of counties and cities with mental health programs and provides administrative and fiscal services in support of and addresses common interests in the administration of such programs. Los Angeles County is a member county of CalMHSA.

CalMHSA was formed in July 2009 for the purpose of jointly developing and funding mental health services and education programs on a statewide, regional, or local basis. CalMHSA provides a mechanism to facilitate the efficient use of resources for multiple counties by maximizing group purchasing power for products, jointly developing requests for proposals and establishing contracts with providers to accomplish mutual goals, reducing administrative overhead, centralizing compliance with reporting requirements, sharing research information and strategies and negotiating cost-effective rates with various subcontractors Statewide.

On May 11, 2010, your Board authorized DMH to sign the CalMHSA Joint Exercise of Powers Agreement in order to jointly exercise powers with other participating counties and cities, who are members of CalMHSA, for the purpose of jointly developing and funding mental health services and education programs on a statewide, regional, or local basis. Currently there are 54 CalMHSA county members, including Los Angeles.

On June 13, 2017 the Los Angeles County Board of Supervisors approved the county's participation in CalMHSA's Phase III Statewide PEI Sustainability Program. Since that time, efforts have included

Suicide Prevention and Stigma Discrimination Reduction cultural adaption, customization of marketing assets and advertisements. This work is further enhanced on a statewide level during Mental Health Month (May) and this media project focused on Los Angeles County is part of that statewide effort.

CalMHSA's distinctive ability to add this scope of work given the timeline, allows for a robust impact on current program services statewide while increasing Los Angeles's presence/voice and outreach efforts locally. CalMHSA's knowledge, expertise and flexibility to meet demands are vital to the services required by Los Angeles County. In addition, CalMHSA has the partnerships required to successfully meet outcome reporting requirements as dictated by the state, while engaging with a new entity would prove to be a disadvantage due to discrepancies in measuring metrics as currently being done.

Attachment I, amendment No. 2, format to the Participation Agreement with CalMHSA that has been reviewed and approved as to form by County Counsel. This amendment contains a mutual indemnification provision which poses minimal risk. Public entities entering into an agreement are usually jointly and severally liable for any negligence arising from the performance of that agreement.

Attachment II is the Request for Appropriation Adjustment approved by the Auditor-Controller. The Director of Mental Health currently serves on the Board of Directors of CalMHSA Joint Powers Agreement, but he is not compensated and does not benefit financially in any way from serving in that position. In addition, the Director did not participate in the approval process for this Amendment with CalMHSA.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

These actions will enable the Department of Mental Health to implement a media campaign focusing on access to treatment through the identification and migration of barriers. The overall goal of the campaign will be to reach and educate the largest possible number of County residents about mental health treatment, prevention and intervention services and to promote overall wellbeing throughout our communities.

The Honorable Board of Supervisors

3/20/2018

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Respectfully submitted,

A handwritten signature in black ink that reads "Gregory C. Polk". The signature is written in a cursive style with a large initial 'G' and a distinct 'C' before the last name.

GREGORY C. POLK
Chief Deputy Director

GP:MMM:SK:rlr

Enclosures

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

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY
PARTICIPATION AGREEMENT AMENDMENT
COVER SHEET

This Participation Agreement Amendment 277-2017-LAPEI-A2, is an agreement between the California Mental Health Services Authority (CalMHSA) and Los Angeles County (LAC)-Department of Mental Health (DMH), and amends Participation Agreement (hereinafter, the Agreement) Exhibit A – Description and Funding, as to the following sections and as more fully set forth in the attached Exhibit A – Program Description and Funding:

- 1. Section III. Program Objectives and Overview, Sub-section B-Suicide Prevention and Stigma Discrimination Reduction Program;
- 2. Section III. – Program Objectives and Overview, Sub-section C-Performance Outcomes;
- 3. Section IV.-Funding; and
- 4. Section V.-Fiscal Provisions

Additionally, this Amendment increases the funding amount by \$13,500,000.00, for a total funding amount of \$20,210,000.00.

Deliverables and other contractual obligations not cited on the attached Participation Agreement Amendment, Exhibit A, remain in effect as stated in the initial Participation Agreement 277-2017-LAPEI approved June 20, 2017.

AUTHORIZED SIGNATURES:

CalMHSA

Signed: _____ Name (Printed): _____

Title: Executive Director/Chief Operating Officer Date: _____

Participant: Los Angeles County

Signed: _____ Name (Printed): _____

Title: Chief Deputy Director Date: _____

PARTICIPATION AGREEMENT AMENDMENT
Exhibit A – Program Description and Funding

CalMHSA and Participant agree that the Agreement shall be amended only as to the following sections:

III. Program Objectives and Overview

B. Suicide Prevention and Stigma Discrimination Reduction Program:

CalMHSA will continue its statewide efforts in the development of cultural adaptation and customization of marketing assets, and advertisements in an effort to support a Prevention and Early Intervention media campaign focused on Mental Health Month (May 2018). As part of this effort the key focus will be on breaking down barriers to treatment by engaging with stakeholders using new and innovative messaging and a call to action. The key components of this media campaign are as follows:

Deliverable 1: Lead Contractor

1. CalMHSA will sole source contract with Cause Communications based out of Los Angeles, in an effort to support the current and added scope of work related to the statewide Mental Health Month (May), with a focus on Los Angeles County media activities and events.
2. CalMHSA will work closely with Cause Communications as they will lead the following tasks:
 - a) *Planning and Budget Development* – In collaboration with CalMHSA and County, Cause Communication will work to develop objectives, partners, opportunities, barriers, strategies, call-to-action, outcomes evaluation, timeline and budget.
 - b) *Identification of Leadership, Team, Roles & Responsibilities* – Team members, business partners and resources will be identified, with expertise in all aspects of media procurement, event planning and influencer experts. This team will be required to include multicultural resources and translation services.
3. *Campaign Development and Implementation* - Cause Communication, in collaboration with partners will work to develop the following:
 - a) *Message and Content*
 - b) *Creative Development*
 - c) *Campaign Microsite/Digital Assets*
 - d) *Campaign Materials*
4. *Cause Communications scope of work will focus on the following key components of media efforts:*
 - a) *Paid Multi-Media Creative Campaign with Call-to-Action/URL*

- b) *Microsite for the Campaign (includes education, signs, tips, resources, events, etc.)*
- c) *Public Relations – Including but not limited to press materials, outreach, publicity, and speaking events for LA leaders.*
- d) *Events – Approximately six events will be held throughout Los Angeles County, to include but not limited to music, mini mental health film festival, insider briefing for county.*
- e) *Influencer Relations – Identification and coordination of celebrity and YouTube influencers, video/website and paid social media content strategy development.*
- f) *Paid Social Media Campaign (Twitter, Facebook, Snapchat) – will include geotargeted audience feeds, content strategy and ability for “sending a message to a friend in need.”*
- g) *Partnerships & Sponsorships – will include collaborative efforts with county based organizations, media partnerships (TV, iHeart, KPWR, etc.), Rideshare partners and others.*

Deliverable 2: Mini Grants

1. CalMHSA’s statewide PEI Mental Health Month efforts includes the support of existing or new events being held by various organizations, including, but not limited to county based organizations and non-profits, to the extent the events are in line with messaging and focus of current work.
2. CalMHSA will provide guidance in the development of the sponsorship criteria and will issue payments to awardees upon approval of having met all criteria requirements from the County.

Deliverable 3: Pre/Post Evaluation

1. Development and implementation of a Pre/Post Evaluation
 - a) Evaluator – Given RAND is currently the evaluator for all efforts related to CalMHSA’s statewide PEI efforts, it is necessary to retain those services from RAND as they are uniquely positioned to take on this added scope and are familiar with outcome expectations where engaging in a new selection process would be costly and unlikely to provide benefit to the County or CalMHSA.
 - b) A tracking survey will measure campaign effectiveness with the target population of individuals ranging in age between 14-24 years. It will assess:
 - i. Trends with regard to knowledge, attitudes and behaviors;
 - ii. Recall of ad messages/exposure to other campaign elements; and
 - iii. the relationship between exposure and outcomes.

Proposed Timeframe: March 20, 2018 – June 30, 2018. A minimum of 15 weeks after a signed contract is executed between the funder (e.g. CalMHSA) and Cause Communications will be required to complete the project.

IV. Funding -- The County DMH will provide funding in the amount of Thirteen Million Five Hundred Thousand Dollars (\$13,500,000) for this current fiscal year and a one-time administrative fee of \$800,000, not to exceed a total funding amount of Twenty Million, Two Hundred Ten Thousand Dollars (\$20,210,000) to CalMHSA, in the implementation of the PEI program: Statewide PEI Sustainability Program in the Los Angeles Region.

CalMHSA will invoice the County upon execution of Second Amendment, for the full added funding amount of \$13,500,000, to be paid within 30 days of receiving invoice.

Transfer of funds for Performance Outcome scope, in the amount of \$13,500,000.00 will be made upon execution of this Participation Agreement Amendment 227-2017-LAPEI-A2.

CalMHSA will return to the County all funds not spent by June 30, 2018 pertaining to this amendment 45 days from June 30, 2018.

VI. Fiscal Provisions

A. The County will be obligated to pay no more than Twenty Million, Two Hundred Ten Thousand Dollars (\$20,210,000) under this Agreement.

V. Mutual Indemnification

To the fullest extent permitted by law, each party shall hold harmless, defend and indemnify the other party, including its governing board, employees and agents from and against any and all claims, losses, damages, liabilities, disallowances, recoupments, and expenses, including but not limited to reasonable attorneys' fees, arising out of or resulting from other's negligence in the performance of its obligations under this Agreement, including the performance of the other's subcontractors, except that each party shall have no obligation to indemnify the other for damages to the extent resulting from the negligence or willful misconduct of any indemnitee. Each party may participate in the defense of any such claim without relieving the other of any obligation hereunder.

COUNTY OF LOS ANGELES

REQUEST FOR APPROPRIATION ADJUSTMENT

DEPT'S. NO. 435

DEPARTMENT OF MENTAL HEALTH

March 1, 2018

AUDITOR-CONTROLLER:

THE FOLLOWING APPROPRIATION ADJUSTMENT IS DEEMED NECESSARY BY THIS DEPARTMENT. PLEASE CONFIRM THE ACCOUNTING ENTRIES AND AVAILABLE BALANCES AND FORWARD TO THE CHIEF EXECUTIVE OFFICER FOR HIS RECOMMENDATION OR ACTION.

ADJUSTMENT REQUESTED AND REASONS THEREFOR

FY 2017-18

4 - VOTES

SOURCES

USES

MENTAL HEALTH SERVICES ACT (MHSA) FUND BT1-3047 COMMITTED FOR BUDGET UNCERTAINTIES DECREASE OBLIGATED FUND BALANCE \$13,500,000

MENTAL HEALTH SERVICES ACT (MHSA) FUND BT1-MH-6100-41189 OTHER FINANCING USES INCREASE APPROPRIATION \$13,500,000

DEPARTMENT OF MENTAL HEALTH A01-MH-96-9911-20500 OPERATING TRANSFERS IN INCREASE REVENUE \$13,500,000

DEPARTMENT OF MENTAL HEALTH A01-MH-5500-20500 OTHER CHARGES INCREASE APPROPRIATION \$13,500,000

SOURCES TOTAL: \$ 27,000,000

USES TOTAL: \$ 27,000,000

JUSTIFICATION

This appropriation adjustment is necessary to transfer \$13,500,000 from the Mental Health Services Act (MHSA) Fund-Proposition 63-Committed for Budget Uncertainties to Other Charges to provide additional spending authority for California Mental Health Services Authority to develop media services.

ADOPTED BOARD OF SUPERVISORS COUNTY OF LOS ANGELES

Margo Morales AUTHORIZED SIGNATURE MARGO MORALES, ADMINISTRATIVE DEPUTY

BOARD OF SUPERVISOR'S APPROVAL (AS REQUESTED/REVISED)

27

MAR 20 2018

Celia Zavala CELIA ZAVALA ACTING EXECUTIVE OFFICER

REFERRED TO THE CHIEF EXECUTIVE OFFICER FOR ---

- ACTION RECOMMENDATION

- APPROVED AS REQUESTED APPROVED AS REVISED

AUDITOR-CONTROLLER

BY [Signature] March 2 20 18

CHIEF EXECUTIVE OFFICER

BY [Signature] March 9 20 18

B.A. NO. 172