

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**ITEM: 3.62
(ID # 25485)**

MEETING DATE:
Tuesday, July 30, 2024

FROM : RUHS-BEHAVIORAL HEALTH

SUBJECT: RIVERSIDE UNIVERSITY HEALTH SYSTEM - BEHAVIORAL HEALTH: Ratify and Approve FY 2023/2024 Amendment #1 to the Professional Services Agreement with Civilian, Inc. for Media Campaign Services with the Option to Renew for One Additional Year, All Districts. [\$155,640 In Additional Cost for FY 2023/2024, \$2,002,240 for FY 2024/2025, Up to 10% Annually in Additional Compensation, Total for Two Years \$2,157,880, 88% State Funding, 12% General Fund

RECOMMENDED MOTION: That the Board of Supervisors:

1. Ratify and Approve FY 2023/2024 Amendment #1 to the Professional Services Agreement with Civilian, Inc. for Media Campaign Services, increasing the contract maximum by \$155,640 annually, from \$1,658,400 to \$1,814,040, and \$2,002,240 for FY2024/2025 through June 30, 2025, and authorize the Chair of the Board to sign and execute the Amendment on behalf of the County, and
2. Authorize Purchasing Agent, in accordance with Ordinance No. 459, based upon the availability of funding and as approved by County Counsel to: a) issue a Purchase Order for goods and/or services rendered not to exceed the approved amounts b) sign renewals and amendments that exercise the options of the Agreement including modifications of the statement of work that stay within the intent of the Agreement; and c) sign amendments to the compensation provisions that do not exceed the sum total of ten percent (10%) of the total approved contract amount through June 30, 2025.

ACTION:Policy


Deborah Johnson, Assistant Director of Behavioral Health 6/27/2024

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Gutierrez, seconded by Supervisor Perez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Gutierrez
Nays: None
Absent: None
Date: July 30, 2024
xc: RUH-BH

Kimberly A. Rector
Clerk of the Board

By: 
Deputy

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FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 155,640	\$ 2,002,240	\$ 2,157,880	\$ 0
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0
SOURCE OF FUNDS: 88% State 12% previously approved NCC			Budget Adjustment: No	
			For Fiscal Year: 23/24-24/25	

C.E.O. RECOMMENDATION:

BACKGROUND:

Summary

Riverside University Health System - Behavioral Health (RUHS-BH) operates a continuum of care system, composed of County-operated clinics and contract service providers, delivering a variety of treatment services in each geographic region of the County. The Mental Health Services Act (MHSA) provides funding for the Prevention and Early Intervention (PEI) program, which includes mental health outreach, awareness and stigma reduction, parent education and support, early intervention for families in school, transition age youth projects, first onset for older adults, trauma-exposed services and underserved cultural populations.

Civilian, Inc. is a marketing communications agency that has been certified as a B corporation. This means they meet high standards of verified performance, accountability, and transparency. Their work includes supporting mental health and wellness, preventing youth suicide, and reducing the impact of adverse childhood experiences. Civilian, Inc. has developed a media campaign aimed at increasing public awareness and understanding of mental illness, stigma reduction, suicide prevention, substance use prevention, and the forthcoming Mead Valley Wellness Village. The campaign includes branding, website development, social media advertisements, and print. Including culturally and linguistically appropriate media messages in English and Spanish, providing information on the County's PEI programs to underserved communities.

RUHS-BH is looking to expand the use of Civilian Inc.'s services to include a media campaign for the Mead Valley Wellness Village, a full-service behavioral health campus. This media campaign will leverage historical development and production costs and save the County time and resources. The cost of the additional media campaign is consistent with the current "It's Up to Us" campaign. Civilian, Inc. has included the price of the wellness village in an all-inclusive cost to meet RUHS-BH's promotional needs for the upcoming behavioral health campus. Civilian, Inc is an approved vendor that can offer various services under one agreement.

Impact on Citizens and Businesses

These services are a component of the Department's system of care, aimed at improving the health and safety of the communities of Riverside County.

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Additional Fiscal Information

There are sufficient appropriations in the departments' budget. The portion of services dedicated to the Wellness Village and Behavioral Health Wellness Center will be funded by General Fund allocated by the Board during budget hearings for the purpose of planning for these projects. No additional County funds are required.

Contract History and Price Reasonableness



The "It's Up to Us" campaign was developed by Civilian for the County of San Diego, and the County of Riverside has been given permission via MOA to utilize this slogan in a joint effort to unify the message throughout southern California.

The County of San Diego competitively bid this service, and by tailoring the media campaign to Riverside County, the County saved approximately \$293,000 on development and production costs including research, framework, and consulting subject matter experts.

RUHS-BH has been working with Civilian, Inc. since 2011 for continuity of services and to maintain usage of the copyright "It's Up to Us" Campaign. Prior Board approval was granted on March 29, 2011 (#3.25), June 3, 2014 (#3.55), June 5, 2018 (#3.30), and August 4, 2020 (#3.39)

On July 12, 2022 (#3.28), the Board approved the Professional Services Agreement with Civilian, Inc. to include Substance Use Prevention services in addition to the Mental Health Anti-Stigma Discrimination Reduction and Suicide Prevention Outreach and Medical Campaign with the option to renew through FY 2023/2024 for \$1,658,400 annually under SSJ #22-100.

On June 5, 2024, the Riverside County Purchasing Department reviewed (SSJ # 22-100a) with Civilian, Inc., in the amount of \$2,002,240 annually for FY 2023/2024 and FY 2024/2025. Since this SSJ review, the amount for these services have decreased for FY 2023/2024 to \$1,814,040. Therefore, RUHS-BH requests the Board approve Amendment #1 with Civilian, Inc. for \$1,814,040 for FY 2023/2024 and \$2,002,240 for FY 2024/2025 through June 30, 2025.

 _____ Meghan Hahn, Director of Procurement	7/16/2024	 _____ Jacqueline Ruiz, Principal Analyst	7/24/2024
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 _____ Gregg Gu, Chief of Deputy County Counsel	7/17/2024
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**FY 2023/2024
FIRST AMENDMENT TO THE AGREEMENT
BETWEEN
COUNTY OF RIVERSIDE
AND
CIVILIAN, INC.**

That certain Agreement between the County of Riverside (COUNTY) and Civilian, Inc. (CONTRACTOR), Board Authority established on July 12, 2022, Agenda Item 3-28 for FY 2021/2022 through FY 2023/2024; approved by the Purchasing Agent on September 14, 2022, for FY2022/2023; amended October 25, 2023, for FY2022/2023; approved by the Purchasing Agent on August 15, 2023, for FY2023/2024; is hereby amended for FY 2023/2024, effective July 1, 2023, through June 30, 2024, in consideration for mutual obligations:

- **SECTION 3** of this agreement shall be amended to read as follows:

3.1 The COUNTY shall pay the CONTRACTOR for services performed, products provided, and expenses incurred in accordance with the terms of Exhibit B, Payment Provisions. Maximum payments by the COUNTY to CONTRACTOR shall not exceed \$1,814,040 annually including all expenses. The COUNTY is not responsible for any fees or costs incurred above or beyond the contracted amount and shall have no obligation to purchase any specified amount of services or products. Unless otherwise specifically stated in Exhibit B, THE COUNTY shall not be responsible for payment of any of CONTRACTOR's expenses related to this Agreement.

- Rescind Exhibit A in its entirety, and replace it with the new attached Exhibit A.
- Rescind Exhibit B in its entirety, and replace it with the new attached Exhibit B, where the maximum contract amount for FY 2023/2024 is \$1,814,040.

All other terms and conditions of this Agreement shall remain unchanged and in full force and effect.

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IN WITNESS WHEREOF, the Parties hereto have caused their duly authorized representatives to execute this Agreement.

COUNTY OF RIVERSIDE
Riverside University Health System
Behavioral Health

By: *Chuck Washington*

Name: **CHUCK WASHINGTON**
Title: Chairman

Dated: 7/30/2024

CIVILIAN, INC.

By: *Leeh Davis*

Name: **Leeh Davis**
Title: **VP of Operations**

Dated: 7/3/24

Approved As To Form:
County Counsel

By: *[Signature]*
Deputy County Counsel

ATTEST:
KIMBERLY A. RECTOR, Clerk

By: *Maomy Ji*
DEPUTY

**EXHIBIT A
SCOPE OF SERVICES**

CONTRACTOR NAME: CIVILIAN, INC.
SERVICES: MENTAL HEALTH ANTI-STIGMA AND PREVENTION MEDIA CAMPAIGN
DEPARTMENT ID: 4100221535.74720.525440/4100514669.55600.524600/
4100220807.83550

1. PROGRAM DESCRIPTION AND PURPOSE

CONTRACTOR shall develop, maintain, expand, and document a multimedia education and information campaign to increase public awareness and understanding of mental illness, stigma reduction, and suicide prevention. CONTRACTOR will also include substance use prevention to change the perception of harm within the community around the use of alcohol and other drugs, market prevention resources available in the community, notify the community of upcoming prevention events. CONTRACTOR shall develop and maintain print, internet, and broadcast products to advance the countywide campaign on suicide prevention and mental illness stigma reduction, as well as the County of Riverside, Mental Health Services Act, Prevention and Early Intervention programs.

2. BACKGROUND

The Mental Health Services Act (MHSA) was approved by California voters to provide a 1% tax on personal income over \$1 million in order to expand and transform the county mental health service system. It became effective January 01, 2005. This funding allows the County of Riverside the opportunity to provide services in the areas of Prevention and Early Intervention (PEI). Per MHSA, a comprehensive community planning process was completed that utilized the expertise of the community and community leaders. In alignment with MHSA, Riverside University Health System –Behavioral Health (RUHS-BH) has included the transformational concepts to develop a community-driven, culturally competent, wellness focused PEI plan that targets individuals and families across the age span, with special attention to underserved cultural communities.

Per State guidelines, an objective of PEI is to increase capacity for mental health prevention and early intervention programs. These programs need to be provided in places where mental health services are not traditionally given, such as schools, community centers, faith-based organizations, etc. The intent of PEI programs is to

engage individuals before the development of serious mental illness or serious emotional disturbance or to alleviate the need for additional or extended mental health treatment.

2.1 What is Prevention?

2.1.1 Prevention in mental health involves building protective factors and skills, increasing support, and reducing risk factors or stressors.

2.1.2 Prevention efforts occur prior to a diagnosis for mental illness.

2.1.3 Generally there are no time limits on prevention programs.

2.2 What is Early Intervention?

2.2.1 Addresses a condition early in its manifestation.

2.2.2 Is of relatively low intensity.

2.2.3 Is of relatively short duration (usually less than one year).

2.2.4 Has the goal of supporting well-being in major life domains and avoiding the need for more extensive mental health services.

2.2.5 May include individual screening for confirmation of potential mental health needs.

3. **OBJECTIVE**

CONTRACTOR shall develop and maintain a multi-media public education and information campaign that will increase awareness and understanding of mental illness, stigma reduction, suicide prevention and substance use prevention.

CONTRACTOR shall accomplish this goal by maintaining a creative and effective multi-media campaign that builds on existing successful campaigns and community assets. This media campaign also provides the community with information on the County's PEI programs.

4. **GOALS OF THE MENTAL HEALTH STIGMA REDUCTION AND SUICIDE PREVENTION MEDIA CAMPAIGN:**

The goal of the media campaign is to determine and implement strategies using a *social marketing approach*, defined as "the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society" (Andreasen, 1995), that will:

4.1 Increase public awareness of suicide risk factors, signs, and symptoms.

4.2 Provide information and resources for suicide prevention and stigma associated with suicide.

- 4.3 Provide information on stigma in order to reduce its association with mental illness.
- 4.4 Provide information and resources for individuals experiencing mental illness.
- 4.4 Provide information on the County's PEI programs and services.
- 4.5 Promote resources and encourage help seeking behavior (drive traffic to the website and to the HELP Line).
- 4.6 Use social media channels to establish engagement with key audiences.
- 4.7 Change the perception of harm within the community around the use of alcohol and other drugs related to its impacts on mental health and well-being.
- 4.8 Market substance use prevention resources available in the community.

5. TARGET POPULATION

- 5.1 CONTRACTOR shall develop strategies and create media messages to reach the general population, mental health service consumers, local planners, mental health organizations, faith-based organizations, medical and mental health professionals, tribal entities, rural communities, school districts, and other individuals representing special populations or groups.
- 5.2 As directed by COUNTY staff, CONTRACTOR shall create and maintain targeted media approaches to other populations based on community need and funding availability. Potential populations may include, but are not limited to:
 - 5.2.1 Latino/Latina population;
 - 5.2.2 Asian/Pacific Islander population;
 - 5.2.3 Native American;
 - 5.2.4 African American;
 - 5.2.5 Middle Eastern/North African;
 - 5.2.6 Deaf/Hard of Hearing;
 - 5.2.7 Spirituality/Faith-Based;
 - 5.2.8 Individuals with Disabilities;
 - 5.2.9 Veterans
 - 5.2.10 LGBTQIA; and
 - 5.2.11 Other populations as defined by COUNTY staff and community need.
 - 5.2.12 First responders (e.g., law enforcement, fire fighters, paramedics, medical and mental health professionals etc.);

5.2.13 Hospital and clinic-based providers;

5.2.14 For substance use prevention, youth ages 8-24 years, with primary focus on high school age.

5.3 As directed by COUNTY staff, CONTRACTOR shall create and maintain targeted media approaches to other populations based on community need and funding availability. The target age populations include:

5.3.1 Children (ages 0-16);

5.3.2 Transitional Age Youth (TAY) (ages 16-25);

5.3.3 Adult (ages 18-59);

5.3.4 Older Adult (ages 60+); and

5.3.5 College aged students.

6. **MEAD VALLEY WELLNESS VILLAGE**

This outreach campaign is designed to educate the public about the planned Wellness Village campus in Mead Valley and serve as the foundation for other Wellness Village developments and the future Wellness Center in Moreno Valley. The campaign is composed of two phases.

6.1 Phase 1 will focus on the Mead Valley Wellness Village highlighting the services and programs that will be available to community members. The campaign includes:

6.1.1 Creation of a unique logo for the Wellness Villages concept that builds on the existing RUHS brand. The logo will be scalable beyond the Mead Valley site to include other locations as they are developed.

6.1.2 Implementation of a variety of paid media tactics to include: Paid Social, Digital, Print, Digital/Small Scale Out-of-Home.

6.1.3 Development of collateral materials in English and Spanish.

6.2 Phase 2 will focus on marketing for the Moreno Valley Wellness Center

6.2.1 The Moreno Valley Wellness Center will be the new location for Emergency Psychiatric services.

7. **PROGRAM DESIGN AND SERVICE DESCRIPTION**

The primary objective of this initiative is to implement a multi-media campaign to increase public understanding and awareness of mental illness, suicide prevention, stigma reduction, and County PEI programs. The program design and service description detail what the program/service is and include any staffing.

- 7.1 CONTRACTOR shall meet the following program designs and service descriptions:
- 7.1.1 Achieve the media campaign objective
 - 7.1.2 Meet the goals listed under “Goals of the Suicide Prevention and Stigma Reduction Media Campaign”
 - 7.1.3 Reach targeted populations
- 7.2 CONTRACTOR shall comply with and satisfy requirements identified below:
- 7.2.1 Produce culturally and linguistically appropriate media messages in English, Spanish and additional threshold languages as agreed upon by CONTRACTOR and COUNTY for dissemination via the following:
 - 1. Radio, television, and digital productions and stories. Examples include viral videos, television and radio public service announcements, and commercials.
 - 2. Print and alternative advertising. Examples include print, billboards, movie theater screens, and bus advertisements.
 - 3. Enduring written materials. Examples include fact sheets, tip sheets, resource guides, brochures, MHSA summary/progress reports and other collateral material.
 - 4. Web and social media. Examples include a campaign website and use of Twitter, Facebook, and other social media tools.
 - 7.2.2 Review local, state, and federal public messages and related communication on mental illness, stigma reduction and suicide prevention to inform the contracted services.
 - 7.2.3 Submit a monthly report to the COUNTY MHSA Designee documenting contractor’s efforts and results.
 - 7.2.4 Narrowcasting is the dissemination of information to a narrow audience, rather than to the broader public at-large. CONTRACTOR will increase narrowcasting activities to include supporting the PEI team’s ongoing efforts in Hemet/San Jacinto areas, allowing placement of outreach materials in more local venues, extend the number of months the campaign will be implemented, and create more robust materials for phase 2 of this campaign.
 - 7.2.5 New/updated website (design & development). The website design has been the same since 2016 or 2017.

Updates include a refresh of the look/feel to be more modern (similar to the SAPT mini-site) and change the overall functionality of the website, making it more mobile friendly and interactive, having drop-down sections, etc.

7.2.6 Submit a draft and final report, for acceptance by COUNTY'S MHSA Administrator and the RUHS-BH Public Information Officer, documenting the scope of the media campaign and written educational materials.

7.3 Implementation Plan

CONTRACTOR shall provide a detailed description of their project implementation plan/schedule including a Gantt chart, which identifies required actions to be taken for program/project implementation, responsible parties, dependencies and milestones with dates in days and weeks beginning with contract execution. CONTRACTOR shall address if any staff will need to be recruited and hired to implement the proposed program/project and any associated timeframes.

7.4 Collaborative Partnerships

Based on regional needs and identified target population(s), CONTRACTOR shall describe existing collaboration with key partners that will support the goals or implementation of the proposed program. Include strategies and project-related activities that will provide ongoing support and maintain collaborative partnerships. If partnerships do not currently exist to meet identified needs, CONTRACTOR shall describe implementation activities to identify, build, and maintain partnerships.

7.4.1 CONTRACTOR shall collaborate with the COUNTY MHSA Administrator and PEI Administrative Manager on the development and implementation of the suicide prevention and stigma reduction media campaign.

7.4.2 CONTRACTOR shall collaborate with the COUNTY MHSA Division and groups identified by COUNTY in order to obtain relevant, local information to guide media campaign development.

7.4.3 CONTRACTOR shall collaborate with the COUNTY Mental Health Services Act, Prevention and Early Intervention Division, Suicide Prevention, in order to obtain relevant, local information to guide

media campaign development and exchange media resources.

- 7.4.4 CONTRACTOR shall collaborate with members of the local mental health community in an advisory capacity regarding outreach and education efforts to linguistically and culturally diverse populations. COUNTY may assist CONTRACTOR in identifying community members and stakeholders for this purpose.
- 7.4.5 CONTRACTOR may collaborate with other regional, statewide, or national resources or collaborations that may enhance the development or implementation of the media campaign.

7.5 Subcontractors

If subcontractors or other organizations are required to be used to meet specific program requirements through subcontract or other formal or informal agreement (including volunteer services), prior COUNTY approval is required. If approved, CONTRACTOR shall provide the following information:

- 6.5.1 Fully identify the subcontractor(s) or other organization(s) in accordance with the appropriate experience requirements specified above, the experience of each subcontractor or other organization in meeting the specific program requirements.
- 7.5.2 Describe the specific program requirements to be met.
- 7.5.3 Specify the type of contract or agreement and whether or not the subcontractor or other organization has committed to the contract or agreement.

7.6 Project Management

- 7.6.1 CONTRACTOR shall manage the program to ensure outcomes and timelines are met, particularly in a collaborative environment when the CONTRACTOR may not have direct control over critical collaborative partners.
- 7.6.2 CONTRACTOR shall provide an organization chart that identifies all project team members, their role in the proposed team and the percent of time each will devote to this project.
- 7.6.3 CONTRACTOR shall clearly identify the project manager of the team and how the project manager meets the experience and qualifications required to provide the services that are detailed in the Statement of Objectives.

7.6.4 CONTRACTOR shall ensure members of the project team are qualified and competent to perform the tasks associated with implementing the media campaign.

7.7 Performance Management

CONTRACTOR shall describe what outcomes will be used to measure the impact and effectiveness of their suicide prevention and stigma reduction media campaign. The quality of the proposed outcomes will be evaluated on the following factors:

7.7.1 To what degree the proposed outcomes are Specific, Measurable, Attainable, Relevant, and Time-bound (SMART).

7.7.2 How the outcomes will be achieved.

7.7.3 How the outcomes will be tracked and reported.

7.7.4 How the number of individuals/households viewing elements of the media campaign will be measured.

7.7.5 How the proposed program will impact mental health service providers in the County and how that impact will be measured.

7.7.6 Potential risks to project implementation and how those risks will be mitigated and monitored by the CONTRACTOR.

7.7.7 How CONTRACTOR will be responsive to performance data related to the proposed outcomes, both positive performance data and negative performance data.

7.8 Effective Use of Funding

In order to determine the most effective use of available funding, CONTRACTOR shall provide the estimated number of individuals in the western, mid-county, and desert geographic regions outreached and shall show how the CONTRACTOR will:

7.8.1 Link to or leverage resources through outlets other than the County.

7.8.2 Avoid duplicating programs being implemented in the region.

7.8.3 Implement the proposed project across the County's regional areas.

EXHIBIT B – PAYMENT PROVISIONS

CONTRACTOR NAME: CIVILIAN, INC.
SERVICES: MENTAL HEALTH ANTI-STIGMA AND SUICIDE PREVENTION MEDIA CAMPAIGN.

DEPARTMENT ID:
 4100221535.74720.525440/4100514669.55600.524600/4100220808.83550

CONTRACTOR shall perform duties described in Exhibit A and submit an invoice monthly to COUNTY for services as described in the Agreement under Section 3.1, Compensation.

The Agreement maximum for fiscal year 2023/2024 shall not exceed \$1,814,040. The negotiated amount for services is as follows:

Fiscal Year 2023 - 2024 MHSA Budget Breakout	
Media (Radio, Digital, Broadcast, Narrowcast, Print/ Outdoor, Website, Paid Social)	\$938,340.00
Web Maintenance, Content Updates, SEO	\$15,300.00
Web Hosting & Security	\$3,600
Community Based Outreach/ Narrowcasting	\$50,000.00
Production	\$55,000.00
Campaign Study ***	\$40,000.00
Special Projects	\$10,000.00
Organic Social	\$36,000.00
Civilian Labor/ Agency Fee	\$216,000.00
GRAND TOTAL	\$1,364,240.00
Fiscal Year 2023/2024 SAPT Budget Breakout	
Media and Outreach	\$241,375.00
Web Maintenance/ Hosting and Security/ Content Updates	\$16,875.00
Campaign Strategy and Messaging Development	\$14,250.00
Production	\$60,000.00
Civilian Retainer	\$67,500.00
GRAND TOTAL	\$400,000.00
Fiscal Year 2023/2024 Mead Valley Wellness Village Budget Breakout	
Branding	\$17,939.75
Website	\$29,819.00
Creative Elements for Paid Media Tactics	\$0
Paid Media Planning & Management	\$2,025.75
Paid Media Tactics	\$0
GRAND TOTAL	\$49,784.50