

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



ITEM: 3.42
(ID # 26498)

MEETING DATE:

Tuesday, May 06, 2025

FROM : RUHS-PUBLIC HEALTH

SUBJECT: RIVERSIDE UNIVERSITY HEALTH SYSTEM-PUBLIC HEALTH: Ratify and Approve the Ratification and Professional Service Agreement with Your Social Marketer Inc. for Media Services Without Seeking Competitive Bids for the Period of Performance from July 1, 2024 through August 31, 2025, with the Option to Renew for One (1) Additional Year Through August 31, 2026. All Districts. [Total Aggregate Amount \$220,000; up to \$22,000 in additional compensation -100% Federal]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Ratify and approve the Ratification and Professional Service Agreement with Your Social Marketer Inc., for Media Services (the "Agreement") without seeking competitive bids for the period of performance from July 1, 2024 through August 31, 2025 in the amount of \$100,000, with the option to renew for one additional year through August 31, 2026, for an aggregate total of \$220,000;
2. Authorize the Chair of the Board to sign the Agreement on behalf of the County; and
3. Authorize the Purchasing Agent, in accordance with Ordinance No. 459, based on the availability of fiscal funding and as approved as to form by County Counsel to: (a) sign amendments to the Agreement that exercise the options of the Agreement, including modifications to the statement of work that stay within the intent of the Agreement; (b) sign amendments to the compensation provisions that do not exceed the sum total of 10% of the total aggregate amount and (c) issue Purchase Orders for goods and or/services related to this Agreement that do not exceed the sum total of the total aggregate amount.

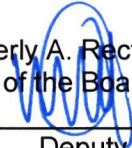
ACTION:Policy


Kim Saruwatari, Director of Public Health 4/16/2025

MINUTES OF THE BOARD OF SUPERVISORS

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

Ayes: Medina, Spiegel, Washington, Perez and Gutierrez
Nays: None
Absent: None
Date: May 6, 2025
xc: RUHS-PH

Kimberly A. Rector
Clerk of the Board
By: 
Deputy

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

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$85,716	\$14,284	\$220,000	\$0
NET COUNTY COST	\$0	\$0	\$0	\$0
SOURCE OF FUNDS: 100% Federal			Budget Adjustment: No	
			For Fiscal Year: 24/25 – 26/27	

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

The Riverside County Overdose Data to Action (RODA) program started in 2019 with funding from the Centers for Disease Control and Prevention (CDC). The purpose of the RODA program is to enhance surveillance of overdose morbidity and mortality in Riverside County and use data to create more responsive and collaborative prevention efforts to address the upstream causes of substance use disorders and overdose.

In 2023 Riverside University Health System - Public Health (RUHS-PH) received funding to expand RODA overdose prevention programming efforts, which included developing and implementing a multi-faceted digital and outdoor media campaign in English and Spanish to disseminate information for overdose and substance use prevention and to reduce overall stigma around overdose prevention, substance use, and help-seeking behaviors. RUHS-PH received additional funding in 2024 from the CDC for the RODA program to continue the overdose prevention media campaign.

Your Social Marketer, Inc. (YSM) has developed and implemented previous overdose prevention media campaigns for RUHS-PH since 2021. YSM will continue to utilize their expertise in substance use prevention and mental health to apply a public health lens, community-driven strategies, and behavior change messaging to a countywide overdose prevention media campaign. The services will continue based on the original agreement and scope of work that was initiated between YSM and RUHS-PH, and approved by the Board of Supervisors on April 2, 2024, on Agenda Item 3.27.

Impact on Residents and Businesses

The main beneficiaries of this project will be residents, county organizations, community organizations, youth and families. The services are designed to aid vulnerable community members by providing them with overdose and substance use prevention material in an effort to reduce overall stigma that surrounds these behaviors, allowing them to be more inclined to seek help.

Additional Fiscal Information

RUHS-PH's Injury Prevention Branch has received additional funding from the CDC. All costs are 100% grant funded and will be reimbursed by the CDC. There is no impact to County

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General Funds. RUHS-PH is requesting approval of the aggregate amount of \$100,000 for the period of performance of July 1, 2024, through August 31, 2025. In the event that the funding period is extended, and additional funding becomes available, RUHS-PH is requesting to extend the period of performance for one additional year through August 31, 2026, and increase the compensation in the amount not to exceed \$120,000 for the additional extension. The estimated funding distribution for each year is as follows:

Ratification and Professional Service Agreement	County Fiscal Year/Period of Performance	Amount
	FY24/25 (7/1/24 – 6/30/25)	\$85,716
	FY25/26 (7/1/25 – 8/31/25)	\$14,284
	Ratification Total:	\$100,000
Optional Extension		
	FY25/26 (9/1/25 – 6/30/26)	\$71,430
	FY26/27 (7/1/26 – 8/31/26)	\$28,570
	Optional Extension Total:	\$120,000
	Aggregate Maximum Total:	\$220,000

Contract History and Price Reasonableness

Your Social Marketer (YSM) previously developed and implemented media content on overdose prevention for RUHS-PH. A formal bid solicitation was conducted on June 16, 2022, on behalf of RUHS-PH (HSARC-RFP#000533) for a Mass Media Campaign for Overdose Prevention. YSM was determined to be the most responsive and responsible bidder and was awarded a contract to provide services through June 30, 2023.

On April 2, 2024, the Board of Supervisors approved the Agreement with YSM for Media Services without seeking competitive bids via Agenda Item 3.27 for the period of performance of February 1, 2024, through June 30, 2024, in the amount of \$237,000. RUHS-PH has received additional funding from the CDC and YSM has continued to provide services to RUHS-PH, with no increase in their rates. The request before the Board today is to ratify the services that have continued. Additionally, RUHS-PH is seeking approval to extend the Agreement for one additional year in the event that additional funding becomes available.


Purchasing and Fleet Services has reviewed the Single Source Justification request and has assigned SSJ# 25-137.

ATTACHMENTS:

ATTACHMENT A. Ratification and Professional Service Agreement No. HSARC-24-158 with Your Social Marketer, Inc.

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ATTACHMENT B. Single Source Justification Document


Melissa Curtis, Deputy Director of Purchasing and Fleet 4/22/2025


Douglas Cordonez Jr. 4/30/2025


Gregg Gu, Chief of Deputy County Counsel 4/30/2025



Public Health

Date: Thursday, February 6, 2025

From: Kim Saruwatari, Director

To: Board of Supervisors

Via: Julisa Alvizo-Silva, Program Chief, 951-358-7181

Subject: Request for additional development and implementation of a multi-faceted digital and outdoor media campaign from Your Social Marketer, Inc. for Centers for Disease Control and Prevention (CDC) funding.

The below information is provided in support of my department requesting review for a single or sole source purchase/agreement with a cost of \$5,000 or more for goods and/or services.

☒ Single Source ☐ Sole Source

Supporting Documents: indicate which are included in the request from the list below.

☐ Supplier Quote ☐ Supplier Sole Source Letter ☒ Final draft agreement

☒ Final draft Form 11 ☐ H-11 approved by RCIT/TSOC ☐ Grant Agreement

☐ Other: _____ (i.e. CA Secretary of State Business Entity Information, Dept. of Justice Registration Conformation for non-profits, etc.)

1. Requested Supplier Name: Your Social Marketer Supplier ID: 244782

- a. Describe the goods/service being requested: Riverside University Health System – Public Health’s (RUHS-PH) Injury Prevention Branch has received additional funding through the Centers for Disease Control and Prevention (CDC) and is requesting to continue obtaining services from Your Social Marketer, Inc. (YSM) for new, updated messaging and media creatives on overdose and substance use prevention. YSM will also create and distribute print materials to schools (posters, pocket cards, banners, stickers, etc.) on overdose and substance use prevention. Media campaign messaging, creatives, and locations will be updated on an annual basis based on evaluation data from media campaign and data on overdose trends in Riverside County.
- b. Explain the unique features of the goods/services being requested from this supplier: YSM has conducted audience research and data analysis to best understand the target population and to propose a strategy that will best meet and resonate with them. YSM has also explored grassroots and innovative strategies to engage the audience and the visibility of the campaign. The



Public Health

campaign has been focused on the development of messaging that is grounded in stigma reduction and harm reduction principles and the promotion of protective factors.

- c. What are the operational benefits to your department? YSM is focused exclusively on delivering impactful marketing and media solutions within the public health and social services sectors focused on substance use, mental health, child abuse and suicide prevention. The organization is positioned to effectively work with county agencies, as they have in-depth knowledge and long-standing relationships with most counties throughout California, including Riverside County, as a result of the majority of their work being conducted on government-funded grants.
- d. Provide details on any cost benefits/discounts. The services were previously procured through a competitive bid process with YSM being the most responsive and responsible bidder. YSM has previously developed and implemented media content on overdose prevention for RUHS-PH. Due to RUHS-PH receiving additional CDC funding, it would be cost effective to continue to expand services through YSM with the content that has already been developed. Additionally, YSM has kept their cost the same from the previous work that has been completed.

All costs are 100% grant funded and will be reimbursed by CDC funding. There is no impact to County general funds. In the event that additional CDC funding becomes available, RUHS-PH is requesting approval to extend for one additional year through August 31, 2026 in the amount not to exceed \$100,000.

2. Can this request be formally bid out or procured using a viable solution such as an existing cooperative agreement or existing contract with another department or public entity?

☐ Yes ☒ No

- a. If yes, please explain why you are requesting to utilize an SSJ process?

3. Has your department previously requested/received an assigned tracking number for a single or sole source request for this Supplier for the goods/service requested now? (If yes, please provide the reviewed single or sole source tracking number).

☒ Yes SSJ# 24-205 ☐ No

- a. What was the total annual and aggregate amount? \$237,000



Public Health

4. Identify all costs for this requested in the table below.
 If review is for multiple years, all costs must be identified in the table below.
 The costs in the table below reflect an estimated aggregate amount per fiscal year.
 RUHS-PH is requesting approval to roll-over unspent funds from one fiscal year to the next within the approved aggregate period of performance.

Description:	FY24/25 (7/1/24 – 6/30/25)	FY25/26 (7/1/25 – 8/31/25)	Optional Extension: FY25/26 (9/1/25 – 6/30/26)	FY26/27 (7/1/26 – 8/31/26)	Total
Personnel Costs: Project management, market and audience research, coordination of design, content development, media/marketing strategy, reporting.	\$21,420	\$3,580	\$17,850	\$7,150	\$50,000
Operating Expenses: Creative design, translation, and production of all assets needed to implement marketing and media activities.	\$12,864	\$2,136	\$10,720	\$4,280	\$30,000
Other Costs: Media buy.	\$51,432	\$8,568	\$42,860	\$17,140	\$120,000
Total Costs	\$85,716	\$14,284	\$71,430	\$28,570	\$200,000

5. Period of Performance: July 1, 2024 – August 31, 2025

Ratify Start Date (if applicable): July 1, 2024

Initial Term Start Date: February 1, 2024 End Date: June 30, 2024

Number of renewal options (please provide those options: (i.e., one year with an option to renew four additional one-year periods): one year with the option to extend for one (1) additional one-year period.

Aggregate Term/End Date: August 31, 2026

6. Projected Board of Supervisor Date (if applicable): February 25, 2025

By signing below, I certify that all contractual and legal requirements to do business with the selected supplier have been fully vetted and approved.

Rachelle Román

Print Name

Rachelle Román

Department Head Signature
(Executive Level Designee)

2/11/2025

Date

.....

PCS Reviewed:

Cheryl Chesnut

Cheryl Chesnut

2/18/2025

Print Name

Signature

Date

Note: Once signed by the Department Head and PCS (signature lines above), the PCS will e-mail completed SSJ form with supporting documents to psourcesource@rivco.org, and cc: Supervising PCS. Please reach out to your assigned PCS with any questions.

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The section below is to be completed by the Purchasing Agent or designee.

Purchasing Department Review and Comments: _____

Not to exceed:

☐ One-time \$ _____

☒ Annual Amounts reflected in completed chart for Question #4

Total Cost \$ 200,000

☐ Aggregate Amount \$ _____

Stacy Orton

03/20/2025

25-137

Purchasing Agent Signature

Date

Tracking Number

(Reference on Purchasing Documents)

RATIFICATION AND PROFESSIONAL SERVICE AGREEMENT

For Media Services

Contract ID #HSARC-24-158

This Ratification and Professional Service Agreement for Media Services (herein referred to as "Agreement") is made and entered by and between YOUR SOCIAL MARKETER, INC. , a California corporation (herein referred to as "CONTRACTOR"), and the COUNTY OF RIVERSIDE, a political subdivision of the State of California, on behalf of its Riverside University Health System – Public Health department (herein referred to as "COUNTY"). COUNTY and CONTRACTOR may be collectively referred to herein as "Parties and individually as "Party".

WHEREAS, Government Code Section 31000 et seq. authorizes the COUNTY to contract for services with a person who is specially trained and experienced, and who is competent to perform the special services required; and

WHEREAS, COUNTY and CONTRACTOR have entered into that certain Professional Service Agreement for Media Services, effective February 1, 2024 through June 30, 2024, (herein referred to as "Original Agreement") in order for CONTRACTOR to perform all services and other activities necessary to provide media services as described in further detail of Exhibit "A"; and

WHEREAS, although the Original Agreement, by its terms, expired on June 30, 2024, CONTRACTOR continued to provide the services set forth in Exhibit "A" of the Original Agreement through the date of this Agreement; and

WHEREAS, the parties acknowledge and agree that the CONTRACTOR continued rendering services to COUNTY as of July 1, 2024 and were accepted by COUNTY without a written services agreement.

NOW THEREFORE, in consideration of the mutual covenants contained herein, the parties hereto agree as follows:

1. **Description of Services**

1.1 All actions taken by both the CONTRACTOR and COUNTY prior to the date hereof are hereby confirmed and ratified by way of execution of this Agreement.

1.2 CONTRACTOR shall provide all services as outlined and specified in Exhibit A-1,

Scope of Service, and Exhibit B-1, Payment Provisions to the Agreement.

1.3 CONTRACTOR represents that it has the skills, experience and knowledge necessary to perform under this Agreement and the COUNTY relies upon this representation. CONTRACTOR shall perform to the satisfaction of the COUNTY and in conformance to and consistent with the highest standards of firms/professionals in the same discipline in the State of California.

1.4 CONTRACTOR affirms that it is fully apprised of all the work to be performed under this Agreement; and the CONTRACTOR agrees it can properly perform this work at the prices stated in Exhibit B. CONTRACTOR is not perform services or provide products outside of the Agreement.

1.5 Acceptance by the COUNTY of the CONTRACTOR's performance under this Agreement does not operate as a release of CONTRACTOR's responsibility for full compliance with the terms of this Agreement.

2. PERIOD OF PERFORMANCE

2.1 This Agreement shall be effective July 1, 2024, and continues in effect through August 31, 2025, with the option to extend for one (1) additional year through August 31, 2026, unless terminated earlier. The Riverside County Board of Supervisors is the only authority that may obligate the County for a non-cancelable multi-year agreement.

3. COMPENSATION:

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 COUNTY to CONTRACTOR shall not exceed ONE HUNDRED THOUSAND DOLLARS (\$100,000) including all expenses through August 31, 2025. Maximum payments by COUNTY to CONTRACTOR shall not exceed the aggregate total amount of two hundred twenty thousand dollars (\$220,000) including all expenses through August 31, 2026. 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, COUNTY shall not be responsible for payment of any of CONTRACTOR's expenses related to this Agreement.

3.2 No price increases will be permitted during the first year of this Agreement (If applicable). All price decreases (for example, if CONTRACTOR offers lower prices to another governmental entity) will automatically be extended to the COUNTY. The COUNTY requires written proof satisfactory to COUNTY of cost increases prior to any approved price adjustment. After the first year of the agreement, a minimum of 30-days advance notice in writing is required to be considered and approved by COUNTY. No retroactive price adjustments will be considered. Any price increases must be stated in a written amendment to this Agreement. The net dollar amount of profit will remain firm during the period of the Agreement. Annual increases shall not exceed the Consumer Price Index- All Consumers, All Items - Greater Los Angeles, Riverside and Orange County areas and be subject to satisfactory performance review by the COUNTY and approved (if needed) for budget funding by the Board of Supervisors.

3.3 CONTRACTOR shall be paid only in accordance with an invoice submitted to COUNTY by CONTRACTOR within fifteen (15) days from the last day of each calendar month, and COUNTY shall pay the invoice within thirty (30) working days from the date of receipt of the invoice. Payment shall be made to CONTRACTOR only after services have been rendered or delivery of materials or products, and acceptance has been made by COUNTY. Prepare invoices in duplicate. For this Agreement, send the original and duplicate copies of invoices to either:

Riverside University Health System - Public Health

Fiscal – Accounts Payable

PO BOX 7849

Riverside, California 92513

or

RIVCOPH-AP@ruhealth.org

a) Each invoice shall contain a minimum of the following information: organization name; invoice number and invoice date; payment due date; remittance address; bill-to and ship-to addresses of ordering department/division; Agreement number (HSARC-24-158); Grant number

(HS340098), if applicable; quantities; service dates for claimed expenditures (billing period must fall within the Agreement performance period); item descriptions, unit prices, extensions, sales/use tax if applicable, and an invoice total. Effective July 1, 2024, all invoices shall reference grant number HS100161.

b) CONTRACTOR shall provide adequate supporting cost documentation, including source documentation as appropriate, (i.e., receipts, logs, time sheets, payroll records, etc.) as requested by the COUNTY.

c) Invoice shall be rendered monthly in arrears.

3.4 The COUNTY obligation for payment of this Agreement beyond the current fiscal year is contingent upon and limited by the availability of COUNTY funding from which payment can be made, and invoices shall be rendered “monthly” in arrears. In the State of California, government agencies are not allowed to pay excess interest and late charges, per government code, section 926.10. No legal liability on the part of the COUNTY shall arise for payment beyond June 30 of each calendar year unless funds are made available for such payment. In the event that such funds are not forthcoming for any reason, COUNTY shall immediately notify CONTRACTOR in writing; and this Agreement shall be deemed terminated, have no further force, and effect.

4. Alteration or Changes to the Agreement

4.1 The Board of Supervisors and the COUNTY Purchasing Agent and/or his designee is the only authorized COUNTY representatives who may at any time, by written order, alter this Agreement. If any such alteration causes an increase or decrease in the cost of, or the time required for the performance under this Agreement, an equitable adjustment shall be made in the Agreement price or delivery schedule, or both, and the Agreement shall be modified by written amendment accordingly.

4.2 Any claim by the CONTRACTOR for additional payment related to this Agreement shall be made in writing by the CONTRACTOR within 30 days of when the CONTRACTOR has or should have notice of any actual or claimed change in the work, which results in additional and unanticipated cost to the CONTRACTOR. If the COUNTY Purchasing Agent decides that the facts provide sufficient justification, he may authorize additional payment to the CONTRACTOR pursuant to the claim. Nothing in this section shall excuse the CONTRACTOR from proceeding with performance of

the Agreement even if there has been a change.

5. Termination

5.1 COUNTY may terminate this Agreement without cause upon 30 days written notice served upon the CONTRACTOR stating the extent and effective date of termination.

5.2 COUNTY may, upon five (5) days written notice terminate this Agreement for CONTRACTOR's default, if CONTRACTOR refuses or fails to comply with the terms of this Agreement or fails to make progress that may endanger performance and does not immediately cure such failure. In the event of such termination, the COUNTY may proceed with the work in any manner deemed proper by COUNTY.

5.3 After receipt of the notice of termination, CONTRACTOR shall:

- (a) Stop all work under this Agreement on the date specified in the notice of termination; and
- (b) Transfer to COUNTY and deliver in the manner as directed by COUNTY any materials, reports or other products, which, if the Agreement had been completed or continued, would have been required to be furnished to COUNTY.

5.4 After termination, COUNTY shall make payment only for CONTRACTOR's performance up to the date of termination in accordance with this Agreement.

5.5 CONTRACTOR's rights under this Agreement shall terminate (except for fees accrued prior to the date of termination) upon dishonesty or a willful or material breach of this Agreement by CONTRACTOR; or in the event of CONTRACTOR's unwillingness or inability for any reason whatsoever to perform the terms of this Agreement. In such event, CONTRACTOR shall not be entitled to any further compensation under this Agreement.

5.6 If the Agreement is federally or State funded, CONTRACTOR cannot be debarred from the System for Award Management (SAM). CONTRACTOR must notify the COUNTY immediately of a debarment. Reference: System for Award Management (SAM) at <https://www.sam.gov> for Central Contractor Registry (CCR), Federal Agency Registration (Fedreg), Online Representations and Certifications Application, and Excluded Parties List System (EPLS)). Excluded Parties Listing System (EPLS) (<http://www.epls.gov>) (Executive Order 12549, 7 CFR Part 3017, 45 CFR Part 76, and 44 CFR

Part 17). The System for Award Management (SAM) is the Official U.S. Government system that consolidated the capabilities of CCR/FedReg, ORCA, and EPLS.

5.7 The rights and remedies of COUNTY provided in this section shall not be exclusive and are in addition to any other rights and remedies provided by law or this Agreement.

6. Ownership/Use of Contract Materials and Products

The CONTRACTOR agrees that all materials, reports or products in any form, including electronic, created by CONTRACTOR for which CONTRACTOR has been compensated by COUNTY pursuant to this Agreement shall be the sole property of the COUNTY. The material, reports or products may be used by the COUNTY for any purpose that the COUNTY deems to be appropriate, including, but not limit to, duplication and/or distribution within the COUNTY or to third parties. CONTRACTOR agrees not to release or circulate in whole or part such materials, reports, or products without prior written authorization of the COUNTY.

7. Conduct of Contractor

7.1 The CONTRACTOR covenants that it presently has no interest, including, but not limited to, other projects or contracts, and shall not acquire any such interest, direct or indirect, which would conflict in any manner or degree with CONTRACTOR's performance under this Agreement. The CONTRACTOR further covenants that no person or subcontractor having any such interest shall be employed or retained by CONTRACTOR under this Agreement. The CONTRACTOR agrees to inform the COUNTY of all the CONTRACTOR's interests, if any, which are or may be perceived as incompatible with the COUNTY's interests.

7.2 The CONTRACTOR shall not, under circumstances which could be interpreted as an attempt to influence the recipient in the conduct of his/her duties, accept any gratuity or special favor from individuals or firms with whom the CONTRACTOR is doing business or proposing to do business, in accomplishing the work under this Agreement.

7.3 The CONTRACTOR or its employees shall not offer gifts, gratuity, favors, and entertainment directly or indirectly to COUNTY employees.

8. Inspection of Service; Quality Control/Assurance

8.1 All performance (which includes services, workmanship, materials, supplies and

equipment furnished or utilized in the performance of this Agreement) shall be subject to inspection and test by the COUNTY or other regulatory agencies at all times. The CONTRACTOR shall provide adequate cooperation to any inspector or other COUNTY representative to permit him/her to determine the CONTRACTOR's conformity with the terms of this Agreement. If any services performed or products provided by CONTRACTOR are not in conformance with the terms of this Agreement, the COUNTY shall have the right to require the CONTRACTOR to perform the services or provide the products in conformance with the terms of the Agreement at no additional cost to the COUNTY. When the services to be performed or the products to be provided are of such nature that the difference cannot be corrected; the COUNTY shall have the right to: (1) require the CONTRACTOR immediately to take all necessary steps to ensure future performance in conformity with the terms of the Agreement; and/or (2) reduce the Agreement price to reflect the reduced value of the services performed or products provided. The COUNTY may also terminate this Agreement for default and charge to CONTRACTOR any costs incurred by the COUNTY because of the CONTRACTOR's failure to perform.

8.2 CONTRACTOR shall establish adequate procedures for self-monitoring and quality control and assurance to ensure proper performance under this Agreement; and shall permit a COUNTY representative or other regulatory official to monitor, assess, or evaluate CONTRACTOR's performance under this Agreement at any time, upon reasonable notice to the CONTRACTOR.

9. Independent Contractor/Employment Eligibility

9.1 The CONTRACTOR is, for purposes relating to this Agreement, an independent contractor and shall not be deemed an employee of the COUNTY. It is expressly understood and agreed that the CONTRACTOR (including its employees, agents, and subcontractors) shall in no event be entitled to any benefits to which COUNTY employees are entitled, including but not limited to overtime, any retirement benefits, worker's compensation benefits, and injury leave or other leave benefits. There shall be no employer-employee relationship between the parties; and CONTRACTOR shall hold COUNTY harmless from any and all claims that may be made against COUNTY based upon any contention by a third party that an employer-employee relationship exists by reason of this Agreement. It is further understood and agreed by the parties that CONTRACTOR in the performance of this Agreement is subject to the control or direction of COUNTY merely as to the results to be accomplished and not as to the means

and methods for accomplishing the results.

9.2 CONTRACTOR warrants that it shall make its best effort to fully comply with all federal and state statutes and regulations regarding the employment of aliens and others and to ensure that employees performing work under this Agreement meet the citizenship or alien status requirement set forth in federal statutes and regulations. CONTRACTOR shall obtain, from all employees performing work hereunder, all verification and other documentation of employment eligibility status required by federal or state statutes and regulations including, but not limited to, the Immigration Reform and Control Act of 1986, 8 U.S.C. §1324 et seq., as they currently exist and as they may be hereafter amended. CONTRACTOR shall retain all such documentation for all covered employees, for the period prescribed by the law.

9.3 Ineligible Person shall be any individual or entity who: Is currently excluded, suspended, debarred or otherwise ineligible to participate in the federal health care programs; or has been convicted of a criminal offense related to the provision of health care items or services and has not been reinstated in the federal health care programs after a period of exclusion, suspension, debarment, or ineligibility.

9.4 CONTRACTOR shall screen prospective Covered Individuals prior to hire or engagement. CONTRACTOR shall not hire or engage any Ineligible Person to provide services directly relative to this Agreement. CONTRACTOR shall screen all current Covered Individuals within sixty (60) days of execution of this Agreement to ensure that they have not become Ineligible Persons unless CONTRACTOR has performed such screening on same Covered Individuals under a separate agreement with COUNTY within the past six (6) months. Covered Individuals shall be required to disclose to CONTRACTOR immediately any debarment, exclusion or other event that makes the Covered Individual an Ineligible Person. CONTRACTOR shall notify COUNTY within five (5) business days after it becomes aware if a Covered Individual providing services directly relative to this Agreement becomes debarred, excluded or otherwise becomes an Ineligible Person.

9.5 CONTRACTOR acknowledges that Ineligible Persons are precluded from providing federal and state funded health care services by contract with COUNTY in the event that they are currently sanctioned or excluded by a federal or state law enforcement regulatory or licensing

agency. If CONTRACTOR becomes aware that a Covered Individual has become an Ineligible Person, CONTRACTOR shall remove such individual from responsibility for, or involvement with, COUNTY business operations related to this Agreement.

9.6 CONTRACTOR shall notify COUNTY within five (5) business days if a Covered Individual or entity is currently excluded, suspended or debarred, or is identified as such after being sanction screened. Such individual or entity shall be promptly removed from participating in any activity associated with this Agreement.

10. Subcontract for Work or Services

No contract shall be made by the CONTRACTOR with any other party for furnishing any of the work or services under this Agreement without the prior written approval of the COUNTY; but this provision shall not require the approval of contracts of employment between the CONTRACTOR and personnel assigned under this Agreement, or for parties named in the proposal and agreed to under this Agreement.

11. Disputes

11.1 The parties shall attempt to resolve any disputes amicably at the working level. If that is not successful, the dispute shall be referred to the senior management of the parties. Any dispute relating to this Agreement, which is not resolved by the parties, shall be decided by the COUNTY's Purchasing Department's Compliance Contract Officer who shall furnish the decision in writing. The decision of the COUNTY's Compliance Contract Officer shall be final and conclusive unless determined by a court of competent jurisdiction to have been fraudulent, capricious, arbitrary, or so grossly erroneous to imply bad faith. The CONTRACTOR shall proceed diligently with the performance of this Agreement pending the resolution of a dispute.

11.2 Prior to the filing of any legal action related to this Agreement, the parties shall be obligated to attend a mediation session in Riverside County before a neutral third party mediator. A second mediation session shall be required if the first session is not successful. The parties shall share the cost of the mediations.

12. Licensing and Permits

CONTRACTOR shall comply with all State or other licensing requirements, including but

not limited to the provisions of Chapter 9 of Division 3 of the Business and Professions Code. All licensing requirements shall be met at the time proposals are submitted to the COUNTY. CONTRACTOR warrants that it has all necessary permits, approvals, certificates, waivers and exemptions necessary for performance of this Agreement as required by the laws and regulations of the United States, the State of California, the County of Riverside and all other governmental agencies with jurisdiction, and shall maintain these throughout the term of this Agreement.

13. Use By Other Political Entities

The CONTRACTOR agrees to extend the same pricing, terms, and conditions as stated in this Agreement to each and every political entity, special district, and related non-profit. It is understood that other entities shall make purchases in their own name, make direct payment, and be liable directly to the CONTRACTOR; and COUNTY shall in no way be responsible to CONTRACTOR for other entities' purchases.

14. Non-Discrimination

CONTRACTOR shall not be discriminate in the provision of services, allocation of benefits, accommodation in facilities, or employment of personnel on the basis of ethnic group identification, race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status or sex in the performance of this Agreement; and, to the extent they shall be found to be applicable hereto, shall comply with the provisions of the California Fair Employment and Housing Act (Gov. Code 12900 et. seq), the Federal Civil Rights Act of 1964 (P.L. 88-352), the Americans with Disabilities Act of 1990 (42 U.S.C. S1210 et seq.) and all other applicable laws or regulations.

15. Records and Documents

CONTRACTOR shall make available, upon written request by any duly authorized Federal, State, or COUNTY agency, a copy of this Agreement and such books, documents and records as are necessary to certify the nature and extent of the CONTRACTOR's costs related to this Agreement. All such books, documents and records shall be maintained by CONTRACTOR for at least five years following termination of this Agreement and be available for audit by the COUNTY. CONTRACTOR shall provide to the COUNTY reports and information related to this Agreement as requested by COUNTY.

16. Confidentiality

16.1 The CONTRACTOR shall not use for personal gain or make other improper use of privileged or confidential information which is acquired in connection with this Agreement. The term “privileged or confidential information” includes but is not limited to: unpublished or sensitive technological or scientific information; medical, personnel, or security records; anticipated material requirements or pricing/purchasing actions; COUNTY information or data which is not subject to public disclosure; COUNTY operational procedures; and knowledge of selection of contractors, subcontractors or suppliers in advance of official announcement.

16.2 The CONTRACTOR shall protect from unauthorized disclosure names and other identifying information concerning persons receiving services pursuant to this Agreement, except for general statistical information not identifying any person. The CONTRACTOR shall not use such information for any purpose other than carrying out the CONTRACTOR’s obligations under this Agreement. The CONTRACTOR shall promptly transmit to the COUNTY all third party requests for disclosure of such information. The CONTRACTOR shall not disclose, except as otherwise specifically permitted by this Agreement or authorized in advance in writing by the COUNTY, any such information to anyone other than the COUNTY. For purposes of this paragraph, identity shall include, but not be limited to, name, identifying number, symbol, or other identifying particulars assigned to the individual, such as finger or voice print or a photograph.

17. Administration/Contract Liaison

The COUNTY Purchasing Agent, or designee, shall administer this Agreement on behalf of the COUNTY. The Purchasing Department is to serve as the liaison with CONTRACTOR in connection with this Agreement.

18. Notices

All correspondence and notices required or contemplated by this Agreement shall be delivered to the respective parties at the addresses set forth below and are deemed submitted two days after their deposit in the United States mail, postage prepaid:

COUNTY OF RIVERSIDE

Riverside University Health System - Public Health
Procurement and Logistics – Contracts Unit

CONTRACTOR

Your Social Marketer, Inc.
3202 Elliot St, San Diego, CA 92106

4065 County Circle Drive, Riverside, CA 92503

Ph-contracts@ruhealth.org

ATTN: Jana Sczersputowski

jana@yoursocialmarketer.com

19. Force Majeure

If either party is unable to comply with any provision of this Agreement due to causes beyond its reasonable control, and which could not have been reasonably anticipated, such as acts of God, acts of war, civil disorders, or other similar acts, such party shall not be held liable for such failure to comply.

20. EDD Reporting Requirements

In order to comply with child support enforcement requirements of the State of California, the COUNTY may be required to submit a Report of Independent Contractor(s) form DE 542 to the Employment Development Department. The CONTRACTOR agrees to furnish the required data and certifications to the COUNTY within 10 days of notification of award of Agreement when required by the EDD. This data will be transmitted to governmental agencies charged with the establishment and enforcement of child support orders. Failure of the CONTRACTOR to timely submit the data and/or certificates required may result in the contract being awarded to another contractor. In the event a contract has been issued, failure of the CONTRACTOR to comply with all federal and state reporting requirements for child support enforcement or to comply with all lawfully served Wage and Earnings Assignments Orders and Notices of Assignment shall constitute a material breach of Agreement. If CONTRACTOR has any questions concerning this reporting requirement, please call (916) 657-0529. CONTRACTOR should also contact its local Employment Tax Customer Service Office listed in the telephone directory in the State Government section under "Employment Development Department" or access their Internet site at www.edd.ca.gov.

21. Hold Harmless/Indemnification

21.1 CONTRACTOR shall indemnify and hold harmless the County of Riverside, its Agencies, Districts, Special Districts and Departments, their respective directors, officers, Board of Supervisors, elected and appointed officials, employees, agents and representatives (individually and collectively hereinafter referred to as Indemnitees) from any liability, action, claim or damage whatsoever, based or asserted upon any services of CONTRACTOR, its officers, employees, subcontractors, agents or representatives arising out of or in any way relating to this Agreement, including but not limited to

property damage, bodily injury, or death or any other element of any kind or nature. CONTRACTOR shall defend the Indemnitees at its sole expense including all costs and fees (including, but not limited, to attorney fees, cost of investigation, defense and settlements or awards) in any claim or action based upon such acts, omissions or services.

21.2 With respect to any action or claim subject to indemnification herein by CONTRACTOR, CONTRACTOR shall, at their sole cost, have the right to use counsel of their own choice and shall have the right to adjust, settle, or compromise any such action or claim without the prior consent of COUNTY; provided, however, that any such adjustment, settlement or compromise in no manner whatsoever limits or circumscribes CONTRACTOR indemnification to Indemnitees as set forth herein.

21.3 CONTRACTOR'S obligation hereunder shall be satisfied when CONTRACTOR has provided to COUNTY the appropriate form of dismissal relieving COUNTY from any liability for the action or claim involved.

21.4 The specified insurance limits required in this Agreement shall in no way limit or circumscribe CONTRACTOR'S obligations to indemnify and hold harmless the Indemnitees herein from third party claims.

22. Insurance

22.1 Without limiting or diminishing the CONTRACTOR'S obligation to indemnify or hold the COUNTY harmless, CONTRACTOR shall procure and maintain or cause to be maintained, at its sole cost and expense, the following insurance coverage's during the term of this Agreement. As respects to the insurance section only, the COUNTY herein refers to the County of Riverside, its Agencies, Districts, Special Districts, and Departments, their respective directors, officers, Board of Supervisors, employees, elected or appointed officials, agents, or representatives as Additional Insureds.

A. Workers' Compensation:

If the CONTRACTOR has employees as defined by the State of California, the CONTRACTOR shall maintain statutory Workers' Compensation Insurance (Coverage A) as prescribed by the laws of the State of California. Policy shall include Employers' Liability (Coverage B) including Occupational Disease with limits not less than \$1,000,000 per person per accident. The policy shall be endorsed to waive subrogation in favor of The County of Riverside.

B. Commercial General Liability:

Commercial General Liability insurance coverage, including but not limited to, premises liability, unmodified contractual liability, products and completed operations liability, personal and advertising injury, and cross liability coverage, covering claims which may arise from or out of CONTRACTOR'S performance of its obligations hereunder. Policy shall name the COUNTY as Additional Insured. Policy's limit of liability shall not be less than \$1,000,000 per occurrence combined single limit. If such insurance contains a general aggregate limit, it shall apply separately to this agreement or be no less than two (2) times the occurrence limit.

C. Vehicle Liability:

If vehicles or mobile equipment is used in the performance of the obligations under this Agreement, then CONTRACTOR shall maintain liability insurance for all owned, non-owned, or hired vehicles so used in an amount not less than \$1,000,000 per occurrence combined single limit. If such insurance contains a general aggregate limit, it shall apply separately to this agreement or be no less than two (2) times the occurrence limit. Policy shall name the COUNTY as Additional Insureds.

D. Professional Liability: Contractor shall maintain Professional Liability Insurance providing coverage for the Contractor's performance of work included within this Agreement, with a limit of liability of not less than \$1,000,000 per occurrence and \$2,000,000 annual aggregate. If Contractor's Professional Liability Insurance is written on a claims made basis rather than an occurrence basis, such insurance shall continue through the term of this Agreement and CONTRACTOR shall purchase at his sole expense either 1) an Extended Reporting Endorsement (also, known as Tail Coverage); or 2) Prior Dates Coverage from new insurer with a retroactive date back to the date of, or prior to, the inception of this Agreement; or 3) demonstrate through Certificates of Insurance that CONTRACTOR has Maintained continuous coverage with the same or original insurer. Coverage provided under items; 1), 2), or 3) will continue as long as the law allows.

E. General Insurance Provisions - All lines:

1) Any insurance carrier providing insurance coverage hereunder shall be admitted to the State of California and have an A M BEST rating of not less than A: VIII (A:8) unless such requirements are waived, in writing, by the County Risk Manager. If the County's Risk Manager waives a requirement for

a particular insurer such waiver is only valid for that specific insurer and only for one policy term.

2) The CONTRACTOR must declare its insurance self-insured retention for each coverage required herein. If any such self-insured retention exceeds \$500,000 per occurrence each such retention shall have the prior written consent of the County Risk Manager before the commencement of operations under this Agreement. Upon notification of self-insured retention unacceptable to the COUNTY, and at the election of the County's Risk Manager, CONTRACTOR'S carriers shall either; 1) reduce or eliminate such self-insured retention as respects this Agreement with the COUNTY, or 2) procure a bond which guarantees payment of losses and related investigations, claims administration, and defense costs and expenses.

3) CONTRACTOR shall cause CONTRACTOR'S insurance carrier(s) to furnish the County of Riverside with either 1) a properly executed original Certificate(s) of Insurance and certified original copies of Endorsements effecting coverage as required herein, and 2) if requested to do so orally or in writing by the County Risk Manager, provide original Certified copies of policies including all Endorsements and all attachments thereto, showing such insurance is in full force and effect. Further, said Certificate(s) and policies of insurance shall contain the covenant of the insurance carrier(s) that thirty (30) days written notice shall be given to the County of Riverside prior to any material modification, cancellation, expiration or reduction in coverage of such insurance. In the event of a material modification, cancellation, expiration, or reduction in coverage, this Agreement shall terminate forthwith, unless the County of Riverside receives, prior to such effective date, another properly executed original Certificate of Insurance and original copies of endorsements or certified original policies, including all endorsements and attachments thereto evidencing coverage's set forth herein and the insurance required herein is in full force and effect. CONTRACTOR shall not commence operations until the COUNTY has been furnished original Certificate (s) of Insurance and certified original copies of endorsements and if requested, certified original policies of insurance including all endorsements and any and all other attachments as required in this Section. An individual authorized by the insurance carrier shall sign the original endorsements for each policy and the Certificate of Insurance.

4) It is understood and agreed to by the parties hereto that the CONTRACTOR'S insurance shall be construed as primary insurance, and the COUNTY'S insurance and/or deductibles and/or self-insured

retention's or self-insured programs shall not be construed as contributory.

5) If, during the term of this Agreement or any extension thereof, there is a material change in the scope of services; or, there is a material change in the equipment to be used in the performance of the scope of work; or, the term of this Agreement, including any extensions thereof, exceeds five (5) years; the COUNTY reserves the right to adjust the types of insurance and the monetary limits of liability required under this Agreement, if in the County Risk Manager's reasonable judgment, the amount or type of insurance carried by the CONTRACTOR has become inadequate.

6) CONTRACTOR shall pass down the insurance obligations contained herein to all tiers of subcontractors working under this Agreement.

7) The insurance requirements contained in this Agreement may be met with a program(s) of self-insurance acceptable to the COUNTY.

8) CONTRACTOR agrees to notify COUNTY of any claim by a third party or any incident or event that may give rise to a claim arising from the performance of this Agreement.

23. General

23.1 CONTRACTOR shall not delegate or assign any interest in this Agreement, whether by operation of law or otherwise, without the prior written consent of COUNTY. Any attempt to delegate or assign any interest herein shall be deemed void and of no force or effect.

23.2 Any waiver by COUNTY of any breach of any one or more of the terms of this Agreement shall not be construed to be a waiver of any subsequent or other breach of the same or of any other term of this Agreement. Failure on the part of COUNTY to require exact, full, and complete compliance with any terms of this Agreement shall not be construed as in any manner changing the terms or preventing COUNTY from enforcement of the terms of this Agreement.

23.3 In the event the CONTRACTOR receives payment under this Agreement, which is later disallowed by COUNTY for nonconformance with the terms of the Agreement, the CONTRACTOR shall promptly refund the disallowed amount to the COUNTY on request; or at its option the COUNTY may offset the amount disallowed from any payment due to the CONTRACTOR.

23.4 CONTRACTOR shall not provide partial delivery or shipment of services or products unless specifically stated in the Agreement.

23.5 CONTRACTOR shall not provide any services or products subject to any chattel mortgage or under a conditional sales contract or other agreement by which an interest is retained by a third party. The CONTRACTOR warrants that it has good title to all materials or products used by CONTRACTOR or provided to COUNTY pursuant to this Agreement, free from all liens, claims, or encumbrances.

23.6 Nothing in this Agreement shall prohibit the COUNTY from acquiring the same type or equivalent equipment, products, materials or services from other sources, when deemed by the COUNTY to be in its best interest. The COUNTY reserves the right to purchase more or less than the quantities specified in this Agreement.

23.7 The COUNTY agrees to cooperate with the CONTRACTOR in the CONTRACTOR's performance under this Agreement, including, if stated in the Agreement, providing the CONTRACTOR with reasonable facilities and timely access to COUNTY data, information, and personnel.

23.8 CONTRACTOR shall comply with all applicable Federal, State and local laws and regulations. CONTRACTOR will comply with all applicable COUNTY policies and procedures. In the event that there is a conflict between the various laws or regulations that may apply, the CONTRACTOR shall comply with the more restrictive law or regulation.

23.9 CONTRACTOR shall comply with all air pollution control, water pollution, safety and health ordinances, statutes, or regulations, which apply to performance under this Agreement.

23.10 CONTRACTOR shall comply with all requirements of the Occupational Safety and Health Administration (OSHA) standards and codes as set forth by the U.S. Department of Labor and the State of California (Cal/OSHA).

23.11 This Agreement shall be governed by the laws of the State of California. Any legal action related to the performance or interpretation of this Agreement shall be filed only in the Superior Court of the State of California located in Riverside, California, and the parties waive any provision of law providing for a change of venue to another location. In the event any provision in this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

23.12 This Agreement may be executed in any number of counterparts, each of which will be an original, but all of which together will constitute one instrument. Each party to this Agreement agrees to

the use of electronic signatures, such as digital signatures that meet the requirements of the California Uniform Electronic Transactions Act ((“CUETA”) Cal. Civ. Code §§ 1633.1 to 1633.17), for executing this Agreement. The parties further agree that the electronic signatures of the parties are intended to authenticate this writing and to have the same force and effect as manual signatures. Electronic signature means an electronic sound, symbol, or process attached to or logically associated with an electronic record and executed or adopted by a person with the intent to sign the electronic record pursuant to the CUETA as amended from time to time. Digital signature means an electronic identifier, created by computer, intended by the party using it to have the same force and effect as the use of a manual signature, and shall be reasonably relied upon by the parties. For purposes of this section, a digital signature is a type of "electronic signature" as defined in subdivision (i) of Section 1633.2 of the Civil Code.

23.13 This Agreement, including any attachments or exhibits, constitutes the entire Agreement of the parties with respect to its subject matter and supersedes all prior and contemporaneous representations, proposals, discussions and communications, whether oral or in writing. This Agreement may be changed or modified only by a written amendment signed by authorized representatives of both parties.

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

COUNTY OF RIVERSIDE, a political subdivision of the state of California, on behalf of its **RIVERSIDE UNIVERSITY HEALTH SYSTEM - PUBLIC HEALTH**

By: 
V. Manuel Perez, Chair
Board of Supervisors

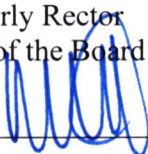
Dated: MAY 06 2025

YOUR SOCIAL MARKETER, INC., a California corporation

By: Jana Szersputowski
Jana Szersputowski
President

Dated: Mar 25, 2025

ATTEST:
Kimberly Rector
Clerk of the Board

By: 

APPROVED AS TO FORM:
Minh C. Tran
County Counsel

By: Esen Sainz
Esen Sainz
Deputy County Counsel

EXHIBIT A-1

SCOPE OF SERVICE

Opioid Overdose Prevention Activities

1. BACKGROUND:

Riverside Overdose Data to Action (RODA) was formed in September 2019, through funding from the Centers for Disease Control and Prevention (CDC), to enhance surveillance of overdose morbidity and mortality and to use enhanced surveillance data to guide overdose prevention efforts in Riverside County. Riverside University Health System – Behavioral Health (RUHS-BH) has provided Riverside University Health System - Public Health (RUHS-PH) Injury Prevention Services (IPS) with funding to expand overdose prevention programming efforts for vulnerable youth populations. Data shows that these populations are at a higher risk for developing substance use disorders.

RUHS-PH (COUNTY) partnered with Your Social Marketer, Inc. (CONTRACTOR) on two previous overdose prevention campaigns for youth. To enhance the impact of previous media campaigns, COUNTY will partner with CONTRACTOR on a parent and caregiver campaign to reduce overall stigma around overdose prevention, substance use, and help-seeking behaviors. All materials are to be provided in English and Spanish for Riverside County residents.

Effective July 1, 2024, CONTRACTOR will create new, updated messages and media creatives on overdose and substance use prevention for the upcoming digital and outdoor media campaign. CONTRACTOR will also create and distribute print materials to schools (posters, pocket cards, banners, stickers) on overdose and substance use prevention. Media campaign messaging, creatives, and locations will be updated on an annual basis based on evaluation data from media campaign and data on overdose trends in Riverside County.

2. CONTRACTOR RESPONSIBILITIES:

CONTRACTOR shall also provide support with other items, as listed below:

2.1 Develop objectives for the media campaign including the type of media used, number of impressions per media source, and content outline. Effective July 1, 2024, updated

objectives will be based on evaluation data of previous media campaigns and updated overdose trends in Riverside County.

2.1.1 Provide mass media messaging to parents/caregivers in Riverside County with particular focus on stigma reduction, overdose prevention, resource sharing, and help-seeking behaviors.

2.2 Effective July 1, 2024, CONTRACTOR shall update and create new media content for Social Media platforms, billboards and/or other physical advertising methods to be placed strategically across Riverside County and streaming on visual and audio platforms.

2.3 CONTRACTOR shall present a draft and create a final media plan based on feedback from RUHS-PH IPS within 60 days of receiving funding.

2.4 CONTRACTOR shall create, draft and test messaging via focus groups or online services.

2.5 CONTRACTOR shall finalize messaging for media campaign.

2.5.1 Update messages based on feedback from COUNTY within 30 days of receiving feedback on draft messaging.

2.6 CONTRACTOR shall implement a media campaign and provide copies of the materials developed and distributed.

2.7 CONTRACTOR shall track and report outcomes of the media campaign to RUHS-PH IPS.

2.8 Effective July 1, 2024, CONTRACTOR shall create and distribute print materials to schools (posters, pocket cards, banners, stickers) on overdose and substance use prevention.

3. RUHS ORGANIZATION RESPONSIBILITIES (July 1, 2024 – August 2025)

RUHS-PH shall:

3.1 Provide technical assistance to CONTRACTOR by meeting with them on a monthly basis, providing feedback on messaging/media, and facilitating appropriate internal approvals for media campaign, as needed.

EXHIBIT B-1
PAYMENT PROVISIONS

The following amounts are estimates for each fiscal year. Unspent funds may be rolled into the next fiscal year, upon approval by the COUNTY.

Budget Line Item	Description	FY 24/25 (7/1/24 – 6/30/25)	FY 25/26 (7/1/25 – 8/31/25)
Personnel Costs: Personnel for content and message development and implementation	Project management, market and audience research, coordination of design, content development, media/marketing strategy, reporting.	\$21,420	\$3,580
Operating Expenses: Creative and production costs associated with the development of media campaign.	Creative design, translation, and production of all assets needed to implement marketing and media activities.	\$12,864	\$2,136
Other Costs: Costs related to media placement	Media Buy	\$51,432	\$8,568
Total Estimated Amount Per Fiscal Year:		\$85,716	\$14,284

1. INVOICE

CONTRACTOR shall submit invoices on the 15th of the month following budgeted expenditures.

CONTRACTOR may redirect budget line items for allowable expenses only with written COUNTY approval.

- a. For this Agreement, send the original invoices to either:

Riverside University Health System - Public Health
Fiscal – Accounts Payable
PO BOX 7849
Riverside, California 92513

or

RIVCOPH-AP@ruhealth.org

- b. Each invoice shall contain a minimum of the following information: invoice number and date; remittance address; bill-to and ship-to addresses of ordering department/division; Agreement number (HSARC-24-158) quantities; item descriptions, unit prices, extensions, sales/use tax if applicable, an invoice total, and any other information requested by the County. For all invoices for services provided during the period of performance of February 1, 2024, through June 30, 2024, all invoices shall also reference grant number HS340098). For all invoices for services provided during the period of performance of July 1, 2024, through June 30, 2025, all invoices shall reference grant number HS100161. COUNTY shall provide a new grant number to reference on invoices for services rendered as of July 1, 2025.

2. MAXIMUM

Maximum payments by COUNTY to CONTRACTOR shall not exceed the aggregate total amount of two hundred twenty thousand dollars (\$220,000) including all expenses through August 31, 2026.

ATTACHMENT A - Ratification and Professional Service Agreement No. HSARC-24-158 with Your Social Marketer, Inc.

Final Audit Report

2025-03-31

Created:	2025-03-25
By:	Joshua Ordonez (j.ordonez@ruhealth.org)
Status:	Signed
Transaction ID:	CBJCHBCAABAAjOTERD7KixXQFLUJUGGvAivUvDeqZau


"ATTACHMENT A - Ratification and Professional Service Agreement No. HSARC-24-158 with Your Social Marketer, Inc." History

 Document created by Joshua Ordonez (j.ordonez@ruhealth.org)

2025-03-25 - 4:25:32 PM GMT- IP address: 158.61.6.3

 Document emailed to jana@yoursocialmarketer.com for signature

2025-03-25 - 4:28:19 PM GMT

 Email viewed by jana@yoursocialmarketer.com

2025-03-25 - 7:29:25 PM GMT- IP address: 107.203.97.239

 Signer jana@yoursocialmarketer.com entered name at signing as Jana Sczersputowski

2025-03-25 - 7:29:47 PM GMT- IP address: 107.203.97.239

 Document e-signed by Jana Sczersputowski (jana@yoursocialmarketer.com)

Signature Date: 2025-03-25 - 7:29:49 PM GMT - Time Source: server- IP address: 107.203.97.239

 Document emailed to esainz@rivco.org for signature

2025-03-25 - 7:29:50 PM GMT

 Email viewed by esainz@rivco.org

2025-03-31 - 6:40:38 PM GMT- IP address: 104.47.65.254

 Signer esainz@rivco.org entered name at signing as Esen Sainz

2025-03-31 - 6:45:56 PM GMT- IP address: 158.61.14.12



Document e-signed by Esen Sainz (esainz@rivco.org)

Signature Date: 2025-03-31 - 6:45:58 PM GMT - Time Source: server- IP address: 158.61.14.12



Agreement completed.

2025-03-31 - 6:45:58 PM GMT



Adobe Acrobat Sign