



County of Monterey

Item No.20

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: A 24-418

August 27, 2024

Introduced: 8/15/2024

Current Status: Health Department -
Consent

Version: 1

Matter Type: BoS Agreement

Approve and authorize the Director of Health Services or designee to execute Amendment No. 1 to the Standard Agreement with Tovar Strategies Inc. to provide professional web design and media specialist services in the fulfillment of the approved “Rainbow Connections” Mental Health Services Act (MHSA) Innovation Plan for a total Agreement amount not to exceed \$223,400 for the term beginning October 15, 2023 through June 30, 2026.

RECOMMENDATION:

It is recommended that the County of Monterey Board of Supervisors:

Approve and authorize the Director of Health Services or designee to execute Amendment No. 1 to the Standard Agreement with Tovar Strategies Inc. to provide professional web design and media specialist services in the fulfillment of the approved “Rainbow Connections” Mental Health Services Act (MHSA) Innovation Plan for a total Agreement amount not to exceed \$223,400 for the term beginning October 15, 2023 through June 30, 2026.

SUMMARY/DISCUSSION:

On May 25, 2023, the County of Monterey Behavioral Health Bureau received approval from the Mental Health Services Oversight and Accountability Commission (MHSOAC) for the “Rainbow Connections” Mental Health Services Act (MHSA) Innovation Plan. This Innovation Plan aims to improve the mental health outcomes and functioning of LGBTQ youth and their families by promoting interagency communication and collaboration across youth-serving systems, and through building capacity among youth-serving adults to identify and respond affirmatively to the needs of LGBTQ youth up to age 24. Multiple vendors will assist COUNTY in the implementation and evaluation of the Rainbow Connections Innovation Program. Tovar Strategies Inc. will maintain an important role in this project by providing professional web design and media specialist services to COUNTY and other “Rainbow Connections” program partners.

This work supports the following County of Monterey Health Department 2018-2024 Strategic Plan Goal: 3. Ensure access to culturally and linguistically appropriate, customer-friendly, quality health services. It also supports one of the ten essential public health services, specifically: 7. Link people to needed personal health services and assure the provisions of health care when otherwise unavailable.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel and Auditor-Controller have reviewed and approved this agreement as to legal form, insurance, and fiscal provisions, respectively.

FINANCING:

This Amendment No. 1 is funded by Mental Health Student Services Act (MHSSA) Grant (77%) and Mental Health Services Act (MHSA) Innovation funds (23%). The funds for this Agreement are included in the Health Department Behavioral Health Bureau (HEA012, Unit 8410) FY 2024-25 Adopted Budget. The funds for this Agreement for FY 2025-26 will be included in the respective Health Department Health (HEA012, Unit 8410) FY 2025-26 Requested Budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability, and transparency.

Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services, promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

Infrastructure:

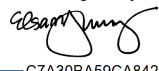
- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

Prepared by: Ana Tienda Marin, Management Analyst II, 831-755-4703

Approved by:

DocuSigned by:

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Date: 8/21/2024 | 11:30 AM PDT

Elsa Mendoza Jimenez, Director of Health Services, 755-4526

Attachments:

Board Report

Amendment No. 1

Agreement