



County of Monterey

Item No.

Board Report

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

Legistar File Number: A 22-562

November 08, 2022

Introduced: 10/25/2022

Current Status: Draft

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the Director of Health or the Assistant Director of Health to sign a standard Agreement with The Social Changery LLC in the amount of \$80,000, to provide social media messaging and educational materials to address the adverse effects of cannabis use by youth and young adults for the term of upon execution date through June 30, 2023; and
- b. Approve and authorize the Director of Health or the Assistant Director of Health to sign up to three (3) future amendments to this Agreement where the amendments do not significantly change the scope of work and do not cause an increase of more than ten percent (10%) (\$8,000) of the original contract amount.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Director of Health or the Assistant Director of Health to sign a standard Agreement with The Social Changery LLC in the amount of \$80,000, to provide social media messaging and educational materials to address the adverse effects of cannabis use by youth and young adults for the term of upon execution date through June 30, 2023; and
- b. Approve and authorize the Director of Health or the Assistant Director of Health to sign up to three (3) future amendments to this Agreement where the amendments do not significantly change the scope of work and do not cause an increase of more than ten percent (10%) (\$8,000) of the original contract amount.

SUMMARY/ DISCUSSION:

In 2017, the Monterey County Board of Supervisors adopted an ordinance to amend the Monterey County Code to regulate adult-use and medical commercial cannabis activities for the unincorporated Monterey County. Cities quickly followed suit, creating regulations to allow commercial cannabis activities. Currently, the County and seven cities operate cannabis businesses that include brick-and-mortar outlets and delivery, manufacturing, testing, distribution, and cultivation that include cannabis and hemp.

To increase awareness of the adverse effects of cannabis use by youth and young adults, the Health Department's Public Health Bureau is seeking to enter into an agreement with The Social Changery, LLC. The Social Changery, LLC will expand the existing [Cannabis] Decoded social media messaging and educational materials to engage Monterey County parents, youth, and young adults. To promote collaboration and have a wider reach, the County of San Mateo has collaborated with The Social Changery to create a licensing agreement with Alameda, Marin, San Bernardino, and Sonoma Counties to expand the use of the [Cannabis] Decoded brand and sharing of materials.

Parent materials will include a PowerPoint presentation and educational hand-outs in English and Spanish. Monterey County engagement will be provided through the existing [Cannabis] Decoded website, youth TikTok channel, and three local campaign messages (safe storage, safety of smoking cannabis, and cannabis laws). Campaign messages will include graphics for digital and print messaging, and local Monterey County content will be integrated throughout the [Cannabis] Decoded webpage and campaign messages.

It is in the best interest of the County to obtain Board of Supervisors approval for this agreement. The Board is required to approve service agreements over \$100,000. The County and The Social Changery LLC had a contract last year for the same type of services in the amount of \$92,000. While that contract expired and services ceased as of June 30, 2022, this new agreement is for similar services in the amount of \$80,000 for a total liability between the two agreements of \$172,000.

This work supports the Monterey County Health Department 2018-2022 Strategic Plan Goals: 1. Empower the community to improve health; and 2. Enhance community health and safety through prevention. It also supports one of the ten essential public health services, specifically: 3. Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this Agreement as to legal form. Auditor-Controller has reviewed and approved this Agreement as to fiscal provisions.

FINANCING:

This Agreement for \$80,000 is funded 100% by Monterey County cannabis tax dollars. Appropriations are included in the Health Department's (HEA003-8124) FY 2022-23 Adopted 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.


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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: Michelle House, Health Program Coordinator, 755-4607

Approved by:

DocuSigned by:

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Date 10/28/2022 | 11:16 AM PDT

Elsa Mendoza Jimenez, Director of Health, 755-4526

Attachments:

Board Report

Agreement

Exhibit A