



# County of Monterey

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

## Board Report

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**File #:** A 21-436, **Version:** 1

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Authorize the Director of Health or Assistant Health Director to increase the maximum liability of the Master Services Agreement No. A-14282 with Qualtrics, LLC., for the provision of a survey software platform subscription hosted by the vendor and professional services as needed by \$1,580 for a total Agreement amount not to exceed \$58,460 and extending agreement by 3 months to June 30, 2022.

**RECOMMENDATION:**

It is recommended that the Board of Supervisors:

Authorize the Director of Health or Assistant Health Director to increase the maximum liability of the Master Services Agreement No. A-14282 with Qualtrics, LLC., for the provision of a survey software platform subscription hosted by the vendor and professional services as needed by \$1,580 for a total Agreement amount not to exceed \$58,460 and extending agreement by 3 months to June 30, 2022.

**SUMMARY/DISCUSSION:**

Qualtrics, LLC provides an online survey software platform that is a scalable solution for the diverse survey requirements of the Monterey County Health Department (MCHD). The diversity in the context of this agile solution enables the Health Department program staff the ability to customize and develop surveys that are meaningful and enable strategic planning to include but not exclusive to: Health strategic and intervention initiatives, satisfaction with services received, planning for program design or expansion, and input on decision making. This is on a large scale using the survey input from staff, clients, patients, and the community agencies that collaborate with the county in the provision of services to the residents and aligned with enabling MCHD to maintain the national public health accreditation standards.

Accomplishing this on a large scale requires the use of an online survey platform that can solicit an unlimited number of surveys for an unlimited number of questions asked and responses received through email delivery but factors in security management within the solution for those that build surveys and collect the data. To enable compliance and maintain privacy for the survey respondents, the solution includes an embedded ExpertReview - Compliance Assist which is a proprietary feature within the application that identifies sensitive data that will not be viewable in the data collection, warn survey respondents before they try to submit sensitive information, and MCHD will be able to set the threshold to redact sensitive information to maintain respondent privacy. MCHD has used Qualtrics for two years and has found it to be a very comprehensive product for the department's survey needs. When first beginning the use of the product, MCHD began using the product one month early which requires a slight budget adjustment to cover the 25 months as opposed to originally planned 24 months of use. The agreement is also being extended for 3 months, without incurring additional cost for those months, to coincide with the vendor's planned updates to their template service agreement. The County requested an Amendment to the original Agreement to support the increase in the financial liability of the Agreement but was declined. Considering the capabilities of this solution that meets the functional requirements while maintaining security and privacy, it is the recommendation of the Director of Health to approve the recommended action.

This work supports the Monterey County Health Department 2018-2022 Strategic Plan Initiatives: 1. Empower the community to improve health through programs, policies, and activities; and 2. Enhance community health and safety by emphasizing prevention. It also supports one of the ten essential public health services,

specifically: 9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services.

OTHER AGENCY INVOLVEMENT:

County Counsel, Information Technology and Auditor-Controller have reviewed and approved this Master Service Agreement as to form, technology form and fiscal provisions respectively. Risk Management cannot approve due to the non-standard terms.

FINANCING:

Funding for this agreement is included in Health Department's Administration Bureau (HEA014-8438) Fiscal Year 2021-22 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.

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: Sarah House, Departmental Information Systems Manager, 755-4531

Approved by:

Date: \_\_\_\_\_

Elsa Mendoza Jimenez, Director of Health, 755-4526

Attachment:  
Agreement