



## County Executive Office

### Memorandum

March 15, 2022

**To:** Clerk of the Board of Supervisors  
**From:** Frank Kim, County Executive Officer  
**Subject:** Exception to Rule 21

Digitally signed by Frank Kim  
DN: cn=Frank Kim, o=County of  
Orange, ou=CEO,  
email=frank.kim@ocgov.com,  
c=US  
Date: 2022.03.15 14:55:24 -0700

*Frank Kim*

*S45E*

CLERK OF THE BOARD  
ORANGE COUNTY  
BOARD OF SUPERVISORS

2022 MAR 15 PM 4:01

RECEIVED

The County Executive Office is requesting a Supplemental Agenda Staff Report for the March 22, 2022, Board Hearing.

**Agency:** Health Care Agency

**Subject:** Contract Amendment for Mental Health Awareness Campaign with Angels Baseball LP

**Districts:** All Districts

**Reason Item is Supplemental:** Mental Health Recovery Services was contacted on February 17, 2022, by Angels Baseball LP with new time-sensitive sponsorship and outreach opportunities requiring a contract amendment that is being submitted at the earliest available Board meeting date of March 22, 2022.

**Justification:** This contract amendment will expand the reach of mental health awareness campaigns in additional priority populations under the existing contract with Angels Baseball. Opening day is April 7, which is the first home game of the series. Board approval of the contract amendment will allow for enough lead time for printing and mounting of the signage and messaging in time for the first home game. This Agenda Staff Report and attachments were finalized after the filing deadline to the Clerk of the Board.

**Concur:**


*Doug Chaffee*  
Doug Chaffee, Chairman of the Board of Supervisors

**cc:** Board of Supervisors  
County Executive Office  
County Counsel



## SUPPLEMENTAL AGENDA ITEM AGENDA STAFF REPORT

RECEIVED  
2022 MAR 15 PM 4:02  
CLERK OF THE BOARD  
ORANGE COUNTY  
BOARD OF SUPERVISORS

MEETING DATE: 3/22/2022  
LEGAL ENTITY TAKING ACTION: Board of Supervisors  
BOARD OF SUPERVISORS DISTRICT(S): All Districts  
SUBMITTING AGENCY/DEPARTMENT: Health Care Agency  
DEPARTMENT HEAD REVIEW:   
Department Head Signature  
DEPARTMENT CONTACT PERSON(S): Annette Mugrditchian (714) 834-5026  
Veronica Kelley (714) 834-7024

SUBJECT: Contract Amendment for Mental Health Awareness Campaign with Angels Baseball LP

CEO CONCUR

  
Digitally signed by Frank Kim  
DN: cn=Frank Kim, o=County of  
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c=US  
Date: 2022.03.15 14:52:00 -0700

CEO Signature

COUNTY COUNSEL REVIEW

*Approved to Form*

Action

*massoud shamel*

County Counsel Signature

CLERK OF THE BOARD

Discussion

3 Votes Board Majority

Budgeted: Yes

Current Year Cost: \$800,000

Annual Cost: FY 2022-23  
\$800,000

Staffing Impact: No

# of Positions:

Sole Source: Yes

Current Fiscal Year Revenue:

Funding Source: State: 100% (Mental Health  
Services At/Prop 63)

County Audit in last 3 years:

Prior Board Action: 12/17/2019 #S32C

### RECOMMENDED ACTION(S)

1. Approve Amendment No. 2 to increase the Sponsorship Agreement with Angels Baseball LP for provision of strategic marketing and outreach services, for the period of December 31, 2021, through December 30, 2022, in an amount not to exceed \$1,600,000, for a revised cumulative agreement total amount not to exceed \$4,870,000.
2. Pursuant to Contract Policy Manual Section 3.3-113, authorize the County Procurement Officer or Deputized designee to exercise a contingency contract cost increase, not to exceed a total of 10 percent of the Contract amount for the first year of the Contract, for the entire term of the Contract, including renewals, and within the scope of work set forth in the Contract. The use of this contingency contract cost increase is subject to approval requirements established by the County Procurement Officer.
3. Authorize the County Procurement Office or Deputized designee to execute Amendment No. 2

to the Sponsorship Agreement with Angels Baseball LP as referenced in the Recommended Action above.

#### **SUMMARY:**

Approval of Amendment No. 2 with additional funding to the Sponsorship Agreement with Angels Baseball LP will expand the reach of the Health Care Agency's Mental Health Awareness campaigns in additional priority populations identified for risk of suicide; including veterans, men in their middle age and older adults, as well as their family, friends and support networks and thereby supporting the goals of the Community Suicide Prevention Initiative to reduce mental health-related stigma and suicide and encourage timely access to behavioral health services.

#### **BACKGROUND INFORMATION:**

Your Honorable Board of Supervisors (Board) approved the Sponsorship Agreement with Angels Baseball LP for provision of Mental Health Awareness Campaigns on December 17, 2019.

The Health Care Agency (HCA) entered into a three-year contract with Angels Baseball LP (ABLP) to partner on a Mental Health Campaign to improve help-seeking behaviors and increase education and awareness of mental health issues and available resources. This Campaign was designed to leverage existing efforts by HCA and its partners to increase mental health awareness, suicide prevention and stigma reduction efforts by strategically placing its messaging in the Angels Stadium, over the course of its baseball season in each year of this contract term. ABLP is one of the only two Major League Baseball teams that has had three million fans per season for 15 straight years, and its fan base is diverse in age, ethnicity and socioeconomic status. Thus, a social marketing campaign in this professional sporting event venue has the potential to reach a wider audience.

#### **Expanded Scope of Services**

The Campaign in years one and two of this contract term was targeted to Transitional Age Youth (TAY) and young adults, their families and support networks. This population was identified as a priority population by the community through feedback received via the 2018 community planning process and the HCA strategically designed the 2019 Campaign to align with new TAY services implemented to leverage its reach to target this demographic population.

On February 17, 2022, ABLP reached out to HCA with new time-sensitive sponsorship opportunities aimed at newly targeted priority populations. For year three of the contract term, based on the demographic data from the 2019 baseball season (see below), HCA would like to expand the reach of the 2022 campaign to additionally target men in their middle years, including veterans and older adults. These target populations were identified as a priority in addition to the youth, by the countywide Community Suicide Prevention Initiative (CSPI), implemented per a Board Directive to HCA on March 12, 2019, to build community awareness and advance suicide prevention efforts in Orange County. As the County is opening up, more in person events will be held, thus allowing the campaign to both have a direct impact on baseball fans and viewers and to allow the CSPI to leverage the reach of ABLP and impact a much wider audience.

- 26 percent of all fans, including those who attend games or watch or listen to games, and 33 percent of 2019 game attendees were between the ages of 18-34; 39 percent of all game attendees were between the ages of 35-54 and 28 percent of all game attendees (41 percent of all fans) were 55 years or older.

- 38 percent of all fans (42 percent of game attendees) are from LatinX communities, and 55 percent are non-white.
- Approximately two-thirds of all fans and game attendees are male.
- 27 percent of all fans (16 percent of game attendees) have a household income of less than \$50,000.

### **Expanded Mental Health Campaign**

#### **1) Stadium Cupholder Stickers**

HCA branded stickers placed on each seat cupholder (n= approximately 40,000) in the stadium; visible at all events including all home games plus Monster Jam, Supercross, Harvest Crusade, other concerts, high school baseball and football games played by Orange County schools at Angel Stadium throughout the year.

#### **2) 2022 Premium Giveaway Items**

- a. June Children's Day Giveaway – Sponsor branding on a giveaway for kids aged 16 and under in attendance at one regular season home game on June 12, 2022. HCA Logo will be included on all media support (TV, Radio, Print, Billboards, In-Stadium, Digital) of the promotional items during the two (2) week promotional schedule. Additionally, HCA will receive activation space at the stadium on the game day and LED messaging of mental health awareness.
- b. Trout Bobblehead with suicide prevention logo on the back of bobblehead jersey to be distributed on September 16, 2022.

#### **3) LED 360**

Mental Health Awareness messaging runs during half inning every game with a call to action in-stadium with QR code or messaging.

#### **4) Mental Health Awareness TV Spots on Bally Sports**

- a. Two in-game spots for every game (153 games) plus re-airs and billboards one per game.
- b. Post-Game Show Entitlement (full season with two times in-game: 30 advertisements total. One post game advertisement, billboards and Angels weekly advertisements.

#### **5) Mental Health Digital Advertisements**

Banner ads targeted exclusively to Orange County residents for 250,000 impressions per month on [www.Angels.com](http://www.Angels.com).

- a. Homepage Takeover for 24 hours
- b. Dedicated Email blasts to 300,000 emails
- c. Presenting Sponsor of Social Series, 2 posts per month during the season (EXAMPLE: This date in Angels History brought to you by OC Health Care Agency)

#### **6) Josh Turner Post Game Concert for Veterans Outreach**

On May 21, 2022, will host event primarily targeting Veterans and their families to promote mental health awareness; includes activation booths set up in stadium and outside of some gates to hand out Veteran-specific resources.

Through this Mental Health Awareness campaign, Angels fans and viewers will be exposed to logos (see Attachment B) from outreach campaigns such as Take Action for Mental Health (formerly Each Mind Matters), Know the Signs (KTS), Your Game Isn't Over Yet, and/or local resources such as the OC Navigator (Behavioral Health System Transformation Project Part II Innovation Project, which was approved by the Board on January 14, 2020) and Help@Hand (formerly known as the Technology Suite Innovation project, which was approved by the Board on May 10, 2018) and their associated mental health information and messages through the preceding activities to be aired during the 2022 Angels baseball season.



**Table 2: Campaign Metrics from January- December 2021:**

<b>Campaign Assets</b>	<b>Metrics Achieved January - June 2021</b>
Mental health awareness messaging to be displayed on the Big A LED screen	<ul style="list-style-type: none"> <li>Six different mental health awareness creatives rotated on the Big A LED screen adjacent to the 57 Freeway for six months from January - June 2021.</li> <li>Total Impressions: 1,967,612</li> </ul>
Know The Signs (KTS) suicide prevention messaging on Billboard inside the stadium	<ul style="list-style-type: none"> <li>KTS signage displayed on the billboard from Jan 1, 2021 – December 31, 2022. Viewership includes street traffic, train passengers, parking lot and 57 freeway.</li> </ul>
KTS suicide prevention messaging behind Home Plate and social media channels during and after each game	<ul style="list-style-type: none"> <li>KTS signage displayed on two separate panels for one half inning period during 2021 regular season. 40 half innings ran as Bonus. Additionally, more than total four hours of television exposure.</li> <li>Total impressions: 84, 952,000</li> </ul>
KTS suicide prevention messaging displayed on the Home Plate Gate Permanent Sign and additionally during replays of highlights	<ul style="list-style-type: none"> <li>KTS message displayed on four full games during Mental Health Awareness month in May and Suicide Prevention Awareness month in September. Dates include: May 23, 2021, June 22, 2021, September 5, 2021, and September 6, 2021. Viewership: at least 107,000 fans watching home games.</li> <li>Additional Television exposure duration over Two hours and 20 minutes.</li> <li>Total impressions: 59, 450,000.</li> </ul>
KTS suicide prevention messaging displayed on the In Stadium Signage on Outfield Wall Sign	<ul style="list-style-type: none"> <li>KTS message displayed on one permanent outfield wall sign in Right field during the Regular Season. Additionally, received almost three hours of television coverage.</li> <li>Total Impressions: nearly 175 million</li> </ul>
<i>Your Game Isn't Over Yet</i> creative with HCA Logo displayed on permanent Outfield Wall sign.	<ul style="list-style-type: none"> <li>Creative displayed one permanent Outfield Wall in Right Field from April 1, 2021 – August 1, 2021, over 51 total games</li> <li>Additionally, received television coverage close to two hours.</li> <li>Total impressions: 112,750,000</li> </ul>
<i>Your Game Isn't Over Yet</i> creative with HCA Logo displayed in the permanent Dugout Suite signs	<ul style="list-style-type: none"> <li>Sign displayed on two permanent Dugout Suite signs for 10 Regular Season home games from April 1 - April 21, 2021. Additionally, Television exposure for 11 minutes and 34 seconds.</li> <li>Total Impressions: 9,348,000.</li> </ul>
Pre/In/Post Game Commercial	<ul style="list-style-type: none"> <li>30 KTS message commercials during Regular Season games on May 23, 2021, and June 22, 2021, and additionally 30-second Directing Change student Public Service Announcement (PSA) from Brea High School appeared in five different locations simultaneously.</li> </ul>
Distribution of Rally Monkey giveaway co-branded with HCA Logo and EMM logo	<ul style="list-style-type: none"> <li>Giveaway during Mental Health Awareness Month to 30,000 fans on May 23 and June 22, 2021, game days.</li> <li>Angels Baseball promoted the Rally Monkey with television, radio and online promotion including social media promotion by Mike Trout.</li> </ul>
Angels Magazine Advertisement	<ul style="list-style-type: none"> <li>KTS Signs of Suicide advertisement in all five issues of Angels Magazine publication during the 2021 season. All issues also posted online on <a href="http://www.angels.com/magazine">www.angels.com/magazine</a>.</li> </ul>

	<ul style="list-style-type: none"> <li>• Additionally, Issue 3, was printed and mailed to 7,000 ticket plan holders.</li> </ul>
Angels Baseball Radio AM 830 Commercial in English	<ul style="list-style-type: none"> <li>• Commercial ran two 30 second Pre/In/Post radio commercials during all 162 regular season game broadcasts.</li> <li>• Total listener impressions = 6,447,997.</li> <li>• Additionally, 368 30 second spots from April 1 - October 3, 2021. Listener impressions - 1,800,000</li> </ul>
Bally Sports West (BSW) partnership during Mental Health and Suicide Prevention Awareness months	<ul style="list-style-type: none"> <li>• Showed 48 KTS commercials each for 30 second during Angels' game broadcasts on BSW on select games between May 21 - September 26 Month.</li> <li>• BSW and Angels Baseball ran one Billboard with HCA Logo copy with accompanying live read Mental Health Awareness Month and Suicide is Preventable.org during all games from May 23 - May 30, 2021, and September 10, 2021. Additionally, three billboards per game, presenting sponsorship on six total game days through the week during Mental health and Suicide Prevention Awareness months and live ticker updates showing resources to seek help.</li> <li>• Aired pregame interview with HCA subject matter expert on September 10 to raise awareness during suicide prevention week.</li> <li>• BSW broadcast the 30-second Directing Change student PSA from Brea High School during select BSW broadcast of Angels games and replays from May 21 - September 26.</li> </ul>
Angels Baseball partnership with HCA to set up mental health awareness resource tables	<ul style="list-style-type: none"> <li>• Resource tabling on regular season game day on May 23, 2021, with 15,154 attendees.</li> <li>• Resource tabling on regular season game day June 22, 2021, with 28,354 attendees.</li> <li>• Covid Vaccine clinics at Angels Stadium from August 10, 2021 – September 26, 2021.</li> <li>• In-kind bonus opportunity provided at 5K race on August 14, 2021, with over 2,600 attendees.</li> </ul>
Social Media reach with HCA Mental Health messaging during regular season and replay	<ul style="list-style-type: none"> <li>• 1.3 Facebook followers</li> <li>• 1.2 Million Twitter followers</li> <li>• 993 K Instagram followers</li> <li>• Total Posts= 168</li> <li>• Engagements: 867 Likes and Shares</li> <li>• Engagement Value Assessment (How much would it cost to buy equivalent posts: \$1.41 Million)</li> </ul>

Support for execution and certain logistics of this campaign with ABLP will leverage Orange County's existing enhanced partnership with CalMHSA on statewide projects as well as other HCA resources listed above.

By engaging in a large-scale effort with ABLP, HCA continues to have the unique opportunity to connect and impact a diverse Orange County audience not normally reached in its usual outreach efforts as reflected in Table 2. This kind of expansive effort aligns with the Prevention Pillar of the County's OC CARES 2025 Vision and can support its efforts to reduce mental health-related stigma, promote

awareness of the signs and symptoms of mental health conditions and available resources, and, ultimately, save lives.

The Agreement is a Sole Source Agreement, and a completed Sole Source Request Form is attached to this Agenda Staff Report (see Attachment B). ABLP is the only team in Orange County and has the unmatched ability to reach Orange County residents regarding Mental Health Awareness during the baseball season. The Agreement does not currently include subcontractors or pass through to other providers (see Attachment C, Contract Summary Form).

ABLP reached out to HCA on February 17, 2022, with new time sensitive promotional opportunities as outlined above which have decision deadlines by end of March. HCA is requesting the Board to approve the Sponsorship Agreement with ABLP for strategic marketing and outreach services, which would go into effect on the date of Board approval.

**FINANCIAL IMPACT:**

Appropriations for this Agreement are included in Budget Control 042 FY 2021-22 Budget and will be included in the budgeting process for future years.

The proposed Agreement include provisions allowing HCA to terminate the Agreement, reduce the level of services, and/or renegotiate the levels of services provided, as necessary. This includes a notice that allows HCA adequate time to transition or terminate services to clients, if necessary.

**STAFFING IMPACT:**

N/A

**ATTACHMENT(S):**

Attachment A – Amendment No. 2 to MA-042-20010901 Sponsorship Agreement with Angels Baseball LP

Attachment B – Sole Source Request Form

Attachment C – Contract Summary Form