



Sole Source Request Form Instruction Sheet

COUNTY POLICY ON SOLE SOURCE CONTRACTS:

It is the policy of the County of Orange to solicit competitive bids and proposals for its procurement requirements. Per the Contract Policy Manual, a sole source procurement shall not be used unless there is clear and convincing evidence that only one source exists to fulfill the County's requirements, CPM section 4.5. All sole source purchases requiring Board of Supervisors approval shall be justified as meeting the sole source standard in the Agenda Staff Report. The Agenda Staff Report shall clearly state that it is a sole source procurement. The Sole Source Justification, as described below, shall be attached within the Agenda Staff Report (CPM, Section 4.5)

SECTION I – INSTRUCTIONS FOR COMPLETING THE ATTACHED FORM

(To be completed by the department's end-user, Program Manager, or Subject Matter Expert)

1. Formal justification is required for sole source procurements when competitive bid guidelines require pricing from competing firms.
2. A written justification will be prepared by the department and approved by the department head or designee.
3. Prior to execution of a contract, the County Procurement Officer or designee shall approve ALL sole source requests for commodities that exceed \$250,000 annually, services exceeding \$75,000 annually and all Board contracts despite the amount. Board approval is required for all sole source contracts for commodities that exceed \$250,000 annually and services exceeding \$75,000 annually or a two (2) year consecutive term, regardless of the contract amount. Any amendments to Board approved sole source contracts require a new sole source form.
4. If vendor is a retired, former Orange County employee, CEO Human Resource Services shall approve the sole source request, regardless of the sole source amount.
5. Valid sole source requests will contain strong technological and/or programmatic justifications. Requests will explain how it is a sole source purchase, provide a clear and convincing justification and detail the purchasing history (who, what, when, how and where).
6. Sole source procurements may be approved based upon emergency situations in which there is not adequate time for competitive bidding.
7. Sole source requests for Human Service contracts will be guided by the regulations of the funding source.
8. Each question in Section II of this form must be answered in detail and the form signed by the department head with concurrence of the Deputy Purchasing Agent.
9. All sole source request forms must be entered into the County's online bidding system along with its supporting documentation.
10. The Deputy Purchasing Agent (DPA) shall retain a copy of the justification/approval as part of the contract file.
11. Request for Solicitation Exemption (*For purchases with special circumstances, and/or when it is determined to be in the best interest of the County*) – check the Solicitation Exemption box and complete additional question no 8.



Sole Source Request Form

Sole Source Bidsync #042-C026097-BD-SS

SECTION II – DEPARTMENT INFORMATION (Complete in its entirety)

Department: Health Care Agency	Date: March 8, 2022		
Vendor Name: Angels Baseball LP	Sole Source BidSync Number: 042-C026097-BD-SS		
Is the above named vendor a retired employee of the County of Orange? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes", review and Approval is required from CEO Human Resource Services prior to contract execution.			
Contract Term (Dates): December 31, 2021- December 30, 2022	Is Agreement Grant Funded? Funding Source <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Percent Funded:	Proprietary? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Contract Amount? \$ Contract increase of \$1,600,000 new cumulative NTE \$4,870,000	Is this renewable? If yes, how many years? No. Term expires December 30, 2022		
Type of Request: <input type="checkbox"/> New <input type="checkbox"/> Multi-Year <input type="checkbox"/> Renewal <input checked="" type="checkbox"/> Amendment <input type="checkbox"/> Increase			
Renewal Year: N/A	Did vendor provide a sole source affidavit? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, please attach		
Board Date: March 22, 2022	ASR Number: Supplemental ASR	If not scheduled to go to the Board explain why?	
Does Contract include Non-Standard Language? If yes, explain in detail. Yes- mutual indemnification, in original contract			
Was Contract Approved by Risk Mgmt.? Yes	Was Contract Approved by County Counsel? Yes		
Were any exceptions taken? If yes, explain in detail. No			
<input checked="" type="checkbox"/> DPA certifies that they have read and verified that the information is true and satisfies the sole source requirements listed in the County Contract Policy Manual.			
<input type="checkbox"/> Solicitation Exemption <i>(For purchases with special circumstances, and/or when it is determined to be in the best interest of the County.)</i>			



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SECTION III – SOLE SOURCE JUSTIFICATION

- Provide a description of the type of contract to be established.** *(For example: is the contract a commodity, service, human service, public works, or other – please explain.)* Attach additional sheet if necessary.

This is a marketing services contract between Health Care Agency (HCA) and Angeles Baseball LP (ABLP) to raise awareness and expand outreach efforts about mental health and well-being and suicide prevention (i.e., Mental Health Awareness).

- Provide a detailed description of services/commodities and how they will be used within the department. If this is an existing sole source, please provide some history of its origination, Board approvals, etc.** *(This information may be obtained from the scope of work prepared by the County and the vendor's proposal that provides a detailed description of the services/supplies.)* Attach additional sheet if necessary.

This is an existing Sole Source with ABLP that was approved by the Board of Supervisors (Board) on 12/17/19 Agenda Item S32C. The Board approved a Sponsorship Agreement for a total of three one- year terms. The first term was from December 17, 2019- December 30, 2020 for \$1,060,000 and renewed subsequently for two additional year one-year periods for \$1,090,000 for year two (December 31, 2020-December 30, 2020) and \$1,120,000 for year three (December 31, 2021-December 30, 2022).

These marketing services to raise mental health awareness in the community align with the Prevention and Early intervention (PEI) regulations established by the state Mental Health Services and Oversight Accountability Commission, counties are required to use PEI funds to 1) combat stigma associated with mental illness and/ or the seeking of mental health services and 2) to engage in prevention-based mental health activities that reduce risk factors for developing a potentially serious mental illness and/or to build protective factors with the goal of promoting mental health.

Orange County funds many mental health prevention programs that focus their efforts on targeting interventions to reach a specific target population with mental health awareness and stigma reduction programs prevention services to promote positive messages about mental health and well-being and to reduce stigma.

The efforts largely focus on interventions targeting specific at-risk groups (i.e., school-aged youth, unserved and underserved ethnic communities, older adults, etc.) and the outreach and educational events are frequently advertised or promoted around a specific mental health theme. While such targeted outreach is essential to increasing needed service to utilization among unserved communities, the potential impact is nevertheless constrained by the fact that participants self-select into attending community events focused on mental health. Thus, HCA may fail to reach Orange County residents who are not inherently interested in or gravitate towards mental health issues but who may nevertheless still benefit from such messaging and information.

Recent research has demonstrated that stigma reduction efforts are more effective when targeted interventions such as contact outreach and education are combined with large scale population focused mass media marketing campaigns to spread the mental health awareness and stigma reduction messaging.

The services provided through this sole source were designed to directly address the limitations of HCA's existing mental health and well-being interventions by adding a population focused large scale media marketing campaign in its scope

of work.

In addition to the activities being implemented for the 2021-222 Agreement, HCA would like to add the following activities to expand the campaign reach for year three of the contract term to additionally target men in their middle years, including veterans, and older adults. These target populations were also 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 target efforts and build community awareness and advance suicide prevention efforts in Orange County. Most recent demographic data shared by ABLP indicated that a majority of the viewers and fans are representative of the selected target population.

- 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.

As the County is opening up, more in person sporting events will be held, thus allowing the campaign to have a direct impact on baseball fans and viewers and has the potential to reach a wider audience who might not otherwise be exposed to these messages and information.

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 2 times in-game: 30 advertisements total. 1 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
 - 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 Healthcare 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.

3. Explain why the recommended vendor is the only one capable of providing the required services and/or commodities. How did you determine this to be a sole source and what specific steps did you take? Please list all sources that have been contacted and explain in detail why they cannot fulfill the County's requirements. Include **vendor affidavit and/or other documentation which supports your sole source. (Responses will include strong programmatic and technological information that supports the claim that there is only one vendor that can provide the services and/or commodities. Your response will include information pertaining to any research that was conducted to establish that the vendor is a sole source, include information pertaining to discussions with other potential suppliers and why they were no longer being considered by the County.) Attach additional sheet if necessary.**

ABLP is the only Major League Baseball team in Orange County. A contract with ABLP enables HCA to sustain raised awareness and continuous outreach concerning Mental Health Awareness to Orange County residents during the baseball season (March-October). ABLP is one of only two Major League Baseball teams with three million fans for 15 straight years.


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4. How does recommended vendor's prices or fees compare to the general market?

Attach quotes for comparable services or supplies. Attach additional sheet if necessary.

There are no others to compare as Angels Baseball LP is the only Major League Baseball team in Orange County.

5. If the recommended vendor was not available, how would the County accomplish this particular task?

Attach additional sheet if necessary.

Without this contract, HCA would lose a significant opportunity to provide mental health and well-being information to large Orange County Audiences, many of whom may not otherwise be exposed to this information. Although HCA does currently fund other mental health and well-being promotion efforts, these existing campaigns and events are specifically promoted around mental health theme. While such targeted outreach is essential to increasing needed service utilization among unserved communities, the potential impact of existing efforts is nevertheless constrained by the fact that participants self-select into attending a mental health focused event. By engaging in a large-scale effort with the ABLP, HCA has the unique opportunity to reach a large, diverse Orange County audience not normally reached in its mental health promotion efforts. This kind of expansive effort could help reduce mental health-related stigma, promote awareness of signs, symptoms and available resources, and, ultimately, save lives.

6. Please provide vendor history – name change, litigation, judgments, aka, etc. for the last 7 years.

Through the normal County of Orange vetting process, Angels Baseball LP has had no name changes or judgements within the last seven (7) years. They do have five (5) litigation item(s) on public record, none of which are of any major significance to the County and immaterial to their delivery of services describe above.

7. If vendor is a retired, former employee, has the vendor previously been rehired as a contractor within the last three years? Yes No

If yes, provide explanation/support for hiring the retired, former employee as a vendor and provide contract dates, scope of work, and total amounts paid under each contract.

8. Explain (in detail) why a request for Solicitation Exemption is needed. (Only applicable for Solicitation Exemption)

Attach additional sheet if necessary.

N/A



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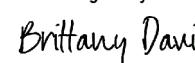
SECTION IV – AUTHOR/REQUESTOR

Signature: DocuSigned by:  0CE514C92BE4455...	Print Name: Bhuvana Rao	Date: 3/10/2022
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SECTION V – CEO Human Resource Services APPROVAL (Review and approval is required when vendor is a Retired, Former Employee.)

Signature:	Print Name: N/A	Date:
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SECTION VI – DEPUTY PURCHASING AGENT CONCURRENCE

Signature: DocuSigned by:  CBA8D85B77D2461...	Print Name: Britany Davis	Date: 3/10/2022
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SECTION VII – DEPARTMENT HEAD APPROVAL

Signature: DocuSigned by:  AFEE619990EB464...	Print Name: Dr. Clayton Chau	Date: 3/10/2022
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SECTION VIII – COUNTY PROCUREMENT OFFICE

Prior to execution of a contract, the County Procurement Officer or designee shall approve All Sole Source requests for Commodities that exceed \$250,000, Capitol Assets and services exceeding \$75,000, and All other Sole Source requests that require Board approval despite the amount. Approvals are obtained electronically through the County's online bidding system.

SOLICITATION EXEMPTION – CEO USE ONLY:

Board of Supervisor Notification Date:		
Comments:		
CPO:	<input type="checkbox"/> Approved	<input type="checkbox"/> Denied
CPO Authorized Signature:	Date:	CFO Authorized Signature:
Date:		



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Release Bid Workflow

Name: Brittany M Davis
Phone: 714-834-5326
Email: bdavis@ochca.com
Status: Submitter Mar 10, 2022 10:12:43 AM PST



Bid Information

Bid Number:
[042-C026097-BD-SS](#)

Bid Title:
Amendment To Sole Source Contract With Angels
Baseball

Status

Status:
[Approved](#)

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