

**SUMMARY OF COMMUNITY-BASED ORGANIZATION AGREEMENTS AND OTHER DIRECT TREATMENT PROVIDERS  
REQUEST TO THE HEALTH COMMISSION**

*This Agreement is for the provision of direct treatment/services that serves as an extension of DPH's service delivery system.*

<b>Vendor:</b>	<u>Civic Edge Consulting</u>	<b>Division/Section:</b>	<u>PHD / STI</u>
		<b>Deputy Director:</b>	<u></u>
<b>Address:</b>	<u>101A Clay Street #267</u>	<b>DPH Administrator:</b>	<u>Susan Philip, MD</u>
	<u>San Francisco, CA 94111</u>	<b>Program Administrator:</b>	<u>Stephanie Cohen Phone: 628-217-6674</u>
<b>Contact:</b>	<u>Amber Shipley Phone: 415-915-0511</u>	<b>Contract Analyst:</b>	<u>Jessica Huang Phone: <u>                    </u></u>

Request for approval of a New Professional Services Agreement with Civic Edge Consulting to perform Stakeholder Outreach Services. The total proposed agreement amount is \$200,704 which includes a 12% contingency for the term of 12/1/2023 through 5/31/2024 (7 months).

**Mark only one for each question below:**

- Vendor Type:**  For Profit  Non-Profit  Government Entity
- Is the Vendor a CMD Certified LBE?**  Yes  No
- Purchasing Authority:**  RFQ  Sole Source  
RFQ2022-02  
09/01/2023
- Does DPH have other existing agreements with this Vendor?**  Yes  No  
If yes, approximately how many years has DPH been doing business with this Vendor? Provide explanation, as needed. 3 Years

**AGREEMENT INFORMATION**

**Proposed Transaction**

12/01/2023 to 05/31/2024

**FUNDING SOURCES:**

Federal Grant – EHE

Federal Grant – EHE Supplement

**TOTAL DPH REVENUES:**

<b>Initial Year</b>	<b>All Ongoing Years <i>exclude initial year</i></b>	<b>Total</b>
\$89,600		\$89,600
\$89,600		\$89,600
<u>\$179,200</u>		<u>\$179,200</u>

12% Contingency Amount

**TOTAL AGREEMENT AMOUNT WITH CONTINGENCY:**

\$21,504		\$21,504
<u>\$200,704</u>		<u>\$200,704</u>

**ONE-TIME COSTS:**

**ANNUAL AMOUNT WITHOUT CONTINGENCY\*:**


*\*Ongoing years excludes one-time costs.*

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### **PROPOSED UNITS OF SERVICES**

<b>Mode(s) of Service &amp; Unit of Service (UOS)/ Number of Contacts (NOC) Definition</b>	<b>Number of Clients</b> <input type="checkbox"/> Duplicated <input type="checkbox"/> Unduplicated	<b>Number of Units/ NOC</b>	<b>Unit Cost</b>
Social Media Project Months (7 Months) – Comp C Mpox Supplement	n/a	7	\$12,800
Social Media Project Months (7 Months) – Comp C Carryforward	n/a	7	\$12,800

### **PRIMARY TARGET POPULATIONS**

<b>Agreement's Primary Target Groups</b>	The program will provide services to all ethnicities and populations, with focused expertise to address the unique cultural needs of San Francisco communities that are most impacted by HIV, HCV, and STIs, which are: men who have sex with men (MSM), Black/African Americans; Latinos/Latinas/Latinx; transgender or gender-diverse; people who use drugs including people who inject drugs; and people experiencing homelessness.
<b>Agreement's Primary Target Neighborhood or Area</b>	As the focus of the program is reaching audiences online, there is no Primary Target Neighborhood. Instead, the Agreement's Primary Target Area will be social network and social media sites frequented by the Agreement's Primary Target Groups.

#### **Purpose of Agreement:**

Civic Edge Consulting will disseminate health education public services announcements (PSA) videos through social networking and social media platforms to educate the Primary Target Groups on testing and prevention opportunities for HIV, sexually transmitted infections (STI), Hepatitis C (HCV) and/or Mpox (formerly known as monkeypox). These videos are part of the sexual health social marketing campaign encompassing HIV/STI screening, PrEP, HCV, and syringe service programs.

The videos will be produced by the San Francisco Department of Public Health (SFDPH), with an end goal of driving members of the Primary Target Groups to San Francisco City Clinic's (SFCC) website for HIV/STI/HCV/Mpox-related testing and prevention information to increase patient screenings and prevention uptake, such as PrEP utilization and vaccinations.

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Civic Edge Consulting will work with SFDPH to develop a social media dissemination plan that includes, but is not limited to, an analysis of the San Francisco social network and social media landscape for reaching Primary Target Groups and an approach to disseminating multilingual videos through social media and other platforms to meet program objectives: 1) ensuring all social network posts, social network trending videos, and social media ads direct viewers to SFCC's website and 2) increasing click-throughs to SFCC's website, with an emphasis on non-English-speaking populations.

Civic Edge Consulting will also develop creative concepts, such as video-based ads and messages, to accompany campaign dissemination as well as implement the dissemination plan and evaluate the campaign's success through metrics (data) reporting and monitoring. Development of creative concepts will include building out ads for each social media platform and crafting promotional narratives, keywords, hashtags, etc. to drive views and ensure "branding" content across platforms.

Civic Edge Consulting has several years of experience, including working with the San Francisco Municipal Transportation Agency (SFMTA) in 2020 on a multimedia and community outreach education campaign, led under SFMYA's Vision Zero SF efforts that focused on raising awareness for left turn traffic safety. They have also worked with the Office of Economic and Workforce Development in 2016 on an Open For Business marketing program that included working closely with groups from diverse corridors to develop an inclusive community-oriented media campaign. Civic Edge Consulting will use two key phases, which include the development and the implementation of the services described above.

Civic Edge Consulting was selected under RFQ2022-02 ranking number 1 under Service Area 1: Stakeholder Outreach Services. The RFQ allows for a contract term of up to two years with an option to extend an additional three years.

### **Monitoring Report/Program Review & Follow-up:**

Program leadership from the DPH System of Care, STI Prevention and Control Section, will meet bi-weekly with the Civic Edge team in which data progress reports will be discussed and evaluated.

Additionally, this Agreement will have the following objectives monitored:

- **Objective 1: Ensure all social network posts, social network trending videos, and social media ads direct viewers to SFCC's website.**  
Monitor: Review creative concepts monthly to ensure they direct viewers to SFCC's website.
- **Objective 2: Increase click-throughs to SFCC's website, with an emphasis on non-English-speaking populations.**  
Monitor: Review monthly data progress reports from contractor which will summarize click-throughs to SFCC's website. Bi-weekly meeting will be held with the Civic Edge team to monitor and evaluate the website traffic and click-throughs. Data progress reports will be discussed and evaluated during these meetings.

### **Health Equity and Inclusion Compliance:**

The Vendor will provide the necessary information to comply with the Department's Office of Health Equity (OHE) requirements and will work collaboratively to remove systemic and operational barriers that impede providing appropriate levels of services to meet the needs of disadvantaged BIPOC stakeholders and communities.

