SUMMARY OF <u>COMMUNITY-BASED ORGANIZATION AGREEMENTS</u> AND <u>OTHER DIRECT TREATMENT PROVIDERS</u> 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.

Vendor:	Civic Edge Consulting	Division/Section:			
		Deputy Director:			
Address:	101A Clay St #267	DPH Administrator:			
	San Francisco, CA 94111	Program Administrator:	Jeffrey Hom	Phone:	
Contact:	Amber Shipley Phone: 415-915- 0511	Contract Analyst:	Lin Qiu	Phone:	

Request for approval of a New Professional Services Agreement with Civic Edge Consulting to provide substance use public media campaigns. The total proposed agreement amount is \$540,596 which includes a 12% contingency for the term of 12/1/2023 through 12/1/2024 (12 months).

Mark only one for each question below:

1.	Vendor Type:	🛛 For Profit	🗌 Non-Profit	🗌 🗌 Gover	nment Entity
2.	Is the Vendor a CMD Certified LBE?	🖂 Yes	🗌 No		
3.	Purchasing Authority:	⊠ RFP RFQ2022- 9/1/2023	02	□ Sole S	ource
4.	. Does DPH have other existing agreements with this Vendor? $igsquare$ Yes $igsquare$ No		🗆 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

12/1/2023 to 12/1/2024

FUNDING SOURCES:	Initial Year	All Ongoing Years exclude initial year	Total
General Fund	\$482,675		\$482,675
TOTAL DPH REVENUES:			
12% Contingency Amount	\$57,921		\$57,921
TOTAL AGREEMENT AMOUNT WITH CONTINGENCY:	<u>\$540,596</u>		<u>\$540,596</u>
ONE-TIME COSTS:			
Annual Amount without Contingency*:			
*Onaoina years excludes one-time costs.	L	1	

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PROPOSED UNITS OF SERVICES

Mode(s) of Service & Unit of Service (UOS)/ Number of Contacts (NOC) Definition	Number of Clients Duplicated Unduplicated	Number of Units/ NOC	Unit Cost
Task 1: Project Management			\$55,050
Task 2: Creative Concepts			\$49,500
Task 3: Campaign Dissemination Planning			\$19,500
Task 4: Campaign Materials Creation			\$124,350
Task 5: Campaign #1 Implementation			\$114,375
Task 6: Campaign #2 Implementation			\$114,375
Task 7: Project Close Out			\$5 <i>,</i> 525

PRIMARY TARGET POPULATIONS

Agreement's Primary Target Groups	N/A. General Public
Agreement's Primary Target Neighborhood or Area	N/A. San Francisco

Purpose of Agreement:

The City and County of San Francisco seeks to educate the community through two distinct public education campaigns about issues related to substance use in San Francisco. The first campaign will be focused on the availability and effectiveness of treatment for opioid addiction. The second campaign will be focused on educating the public about Naloxone, a medication approved by the Food and Drug Administration (FDA) designed to rapidly reverse opioid overdose, and how everyone may be in a position to save a life. The contractor Civic Edge Consulting will work with the San Francisco Department of Public Health (SFDPH) to develop a public education campaign dissemination plan by providing an analysis of the San Francisco market and population and recommendations for how to optimally reach the intended target audience. Civic Edge Consulting will design multilingual public education materials across multiple platforms such as digital and social media, videos, infographics, transit shelter ads, billboard ads, bus panel ads, Newspaper kiosk ads, brochures. Civic Edge Consulting will disseminate multilingual public education campaign materials across various mediums: print, digital, TV, Radio, social media, among others.

Civic Edge Consulting is a women-owned, employee-led consulting firm based in San Francisco. In its 13-year history, Civic Edge Consulting has been working with many organizations from nonprofits and foundations to government agencies. Civic Edge Consulting has supported communications and public engagement campaigns touching a wide variety of issue areas including: transportation, infrastructure, economic development,

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construction mitigation, bicycle and pedestrian safety, budget processes, public health, taxation, and bond measures, among others.

Civic Edge Consulting was selected under RFQ2022-02. Civic Edge Consulting was the highest ranked proposer. The RFQ allows for an Agreement of up to two years with an option to extend an additional three years.

Monitoring Report/Program Review & Follow-up:

This Agreement will receive closure report to evaluate the success of the campaigns through metrics, including online engagements and estimated reach of printed materials.

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.

Listing of Executive Director and Board of Directors:

Executive Director:	Lisbet Sunshine			
Board of Directors:	Alia Al-Sharif, Partner	Amber Shipley, Managing Partner		