



Colleen Chawla
Director

August 30, 2024

Honorable Board of Supervisors
County of Alameda
1221 Oak Street, Suite 536
Oakland, California 94612-4305

SUBJECT: AWARD A CONTRACT TO DAVIS AND ASSOCIATES COMMUNICATIONS, INC., FOR COMMUNICATIONS AND PUBLIC INFORMATION CONSULTING SERVICES; REQUEST FOR PROPOSAL NO. 902452; PROCUREMENT CONTRACT NO. 27451; AMOUNT: \$1,393,952

Dear Board Members:

RECOMMENDATIONS:

- A. Authorize the Purchasing Agent, or her designee, to execute a contract (Master Contract No. 902452; Procurement Contract No. 27451) with Davis and Associates Communications, Inc. (Principal: Darolyn Davis; Location: Oakland) to provide communications and public information consulting services to the Alameda County Health, Behavioral Health Department, for the term of 9/23/2024 – 9/22/2027, in the amount of \$1,393,952; and
- B. Authorize the Auditor-Controller to make the related budget adjustments.

DISCUSSION/SUMMARY:

The Centers for Disease Control and Prevention (CDC) estimated that between 1999-2021 more than 645,000 people have died in the United States from overdoses involving any opioid, including prescription and illicit opioids. Over 75% of the nearly 107,000 drug overdose deaths in 2022 involved an opioid ([Data Link](#)¹). Consistent with the overall United States opioid data trend, California experienced 7,175 opioid-related overdose deaths in 2021 and the annual crude mortality rate for 2021 was 17.96 per 100,000 residents, an increase of 119% from 2019. Alameda County experienced 203 opioid-related overdose deaths in 2021 and the annual crude mortality rate for 2021 was 12.09 per 100,000 residents, an increase of 98% from 2019 ([CA Overdose Dashboard](#)²). Synthetic opioid overdose deaths are on the rise and are largely related to fentanyl in California and Alameda County.

¹ <https://www.cdc.gov/overdose-prevention/about/understanding-the-opioid-overdose-epidemic.html>

² <https://skylab.cdph.ca.gov/ODdash/?tab=Home>

Alameda County is committed to reducing the number of deaths due to opioids. The goal of this educational campaign is to focus on the existing strategies for opioid overdose intervention such as reducing opioid exposure and supply, clarifying options for treatment, minimizing harm and clarifying how to navigate existing systems/resources, and providing training. Davis and Associates Communications, Inc., will create a five-year educational/social marketing campaign, incorporate available and current data, and identify opportunities for intervention while consistently tracking impacts which includes fine-tuning campaigns as feedback is collected from the community.

Davis and Associates Communications, Inc., will work closely with Alameda County Health Behavioral Health Department (ACBHD) to promote and disseminate social marketing communications countywide.

SELECTION CRITERIA:

ACBHD has determined that Alameda County does not currently have the resources to provide communication and public information consulting services.

ACBHD worked with General Services Agency (GSA)–Procurement to develop a Request for Proposal (RFP), which was issued on March 26, 2024, posted on the County and GSA LinkedIn websites for 35 days, emailed to the Chambers of Commerce e-mail group, and sent to the E-Gov Goods and Services – Current Contract Opportunities mailing service. The RFP was also advertised in the Inter-City Express on March 28, 2024, and the Sing Tao (S.F.) on March 28, 2024. A vendor outreach was conducted on March 27, 2024, followed by one networking/bidders’ conference on April 2, 2024, which was attended by three attendees representing one vendor.

On April 30, 2024, four bidders submitted responses to the RFP. All responses were evaluated by the County Selection Committee. A maximum total of 550 points was available for this RFP. The total evaluation points include 50 preference points derived from a 5% preference for local vendors and a 5% preference for certified Small, Local, and Emerging Business (SLEB) vendors, for a total of 10%.

Davis and Associates Communications, Inc., was the highest scoring qualified vendor, is being recommended for award, and is a certified SLEB (Certified Small: 12-00127; Expiration: September 30, 2025).

The following is the evaluation summary:

EVALUATION SUMMARY

Vendor	Location	Local	SLEB	Evaluation Points
<i>Davis and Associates Communications, Inc.</i>	<i>Oakland, CA</i>	<i>Y</i>	<i>Y</i>	<i>502</i>

<i>S. Groner Associates</i>	<i>Long Beach, CA</i>	<i>N</i>	<i>N</i>	<i>361</i>
<i>Hungry Heart Media Inc.</i>	<i>Los Angeles, CA</i>	<i>N</i>	<i>N</i>	<i>356</i>
<i>Progress Public Affairs</i>	<i>San Francisco, CA</i>	<i>N</i>	<i>N</i>	<i>249</i>

FINANCING:

Appropriations for this contract will be offset by Opioid Settlement Funding and an adjustment is requested to the ACBHD FY 2024-25 Approved Budget per the attached Financial Recommendation (\$452,491). Planned budget for subsequent years is \$458,957 for FY 25/26 and \$482,504 for FY 26/27 and will be included through the Maintenance of Effort budget process. There will be no increase in net County cost.

VISION 2026

The communications and public information consulting services meets the 10X goal pathway of **Healthcare for All** in support of our shared vision of a **Thriving and Resilient Population**.

Sincerely,

DocuSigned by:

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Colleen Chawla
Director, Alameda County Health

Signed by:

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Kimberly Gasaway
Director, General Services Agency

Attachment

KGJFIH\I:\Board Letters\Purchasing\FY 2024-25\902452 - Communications and Public Info_BLBN

cc: County Administrator
Auditor-Controller
County Counsel

FINANCIAL RECOMMENDATION FORM

#140100-35 Rev 5/21/14

AGENDA DATE: 9/17/2024

BOARD LETTER SUBJECT: AWARD A CONTRACT TO DAVIS AND ASSOCIATES COMMUNIC FOR COMMUNICATIONS AND PUBLIC INFORMATION CONSULTING SERVICES

BUDGET YEAR: 2025

FUND: 10000

The use of Designations, as follows:

NAME OF DESIGNATION	ORG	AMOUNT

The increase (decrease) in anticipated revenue, as follows:

Informational

ORG	ACCT	PROG	PROJ/GR	AMOUNT
350955	470730	00000	BHG32AO44000000	\$452,491
ORG TOTAL				\$452,491

Informational

ORG	ACCT	PROG	PROJ/GR	AMOUNT
ORG TOTAL				\$0

GRAND TOTAL ANTICIPATED REVENUE \$452,491

The increase (decrease) in appropriations, as follows:

Informational

ORG	ACCT	PROG	PROJ/GR	AMOUNT
350955	610000	00000	BHG32AO44000000	\$452,491
ORG TOTAL				\$452,491

Informational

ORG	ACCT	PROG	PROJ/GR	AMOUNT
ORG TOTAL				\$0

GRAND TOTAL APPROPRIATION \$452,491

FINANCIAL RESOLUTION R-2024-429

PAGE: 1 OF 2
FILE NUMBER: N/A
MEETING DATE: 9/17/2024
ITEM NUMBER: 26
FUND: 10000

BY: 2025

The increase (decrease) in anticipated revenue, as follows:

<i>Informational</i>				
ORG	ACCT	PROG	PROJ/GR	AMOUNT
350955	470730	00000		\$452,491
ORG TOTAL				\$452,491

<i>Informational</i>				
ORG	ACCT	PROG	PROJ/GR	AMOUNT
ORG TOTAL				\$0

GRAND TOTAL ANTICIPATED REVENUE \$452,491

The increase (decrease) in appropriations, as follows:

<i>Informational</i>				
ORG	ACCT	PROG	PROJ/GR	AMOUNT
350955	610000	00000		\$452,491
ORG TOTAL				\$452,491

<i>Informational</i>				
ORG	ACCT	PROG	PROJ/GR	AMOUNT
ORG TOTAL				\$0

GRAND TOTAL APPROPRIATION \$452,491

THE FOREGOING was **PASSED** and **ADOPTED** by a majority vote of the Alameda County Board of Supervisors this 17th day of September 2024 to wit:

AYES: Supervisors Carson, Márquez, Tam and President Miley - 4

NOES: None - 0

EXCUSED: Supervisor Haubert – 1



PRESIDENT, BOARD OF SUPERVISORS

File: N/A
Agenda No: 26
Document No: R-2024-429



I certify that the foregoing is a correct copy of a Resolution adopted by the Board of Supervisors, Alameda County, State of California

ATTEST:
Clerk, Board of Supervisors

By: 

Deputy