

COUNTY OF LOS ANGELES – DEPARTMENT OF MENTAL HEALTH

F A C T S H E E T

**APPROVAL OF SOLE SOURCE CONSULTANT SERVICES
AGREEMENT WITH MANN & ASSOCIATES
FOR FISCAL YEARS 2006-07 AND 2007-08
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

REQUEST

Board Approval and instruct the Chairman of the Board to sign the Consultant Services Month-to-Month Agreement with Mann & Associates to enable the Department of Mental Health (DMH) to advertise in specialized, professional publications and newsletters for the recruitment of psychiatrists in the County of Los Angeles. The term of this Agreement will be effective the date of Board approval through June 30, 2008. For Fiscal Year (FY) 2006-07, the Total Compensation Amount (TCA) will be pro-rated in the amount of \$40,000, fully funded by Sales Tax Realignment revenue that is included in DMH's FY 2006-07 Adopted Budget. For FY 2007-08, the annualized TCA will be \$150,000, fully funded by Sales Tax Realignment revenue included in the DMH 2007-08 Proposed Budget.

Delegate authority to the Director of Mental Health or his designee to authorize retroactive payments in the amount of \$19,021 for professional services provided by Mann & Associates for personnel recruitment and related services.

PURPOSE/JUSTIFICATION

Board approval is required to enter into a sole source Consultant Services Month-to-Month Agreement with Mann & Associates, effective the date of Board approval through June 30, 2008. This approval is needed to give DMH enough time to complete the Request for Proposal (RFP) process.

In July 2006, DMH strengthened its existing contract monitoring procedures to ensure compliance with Countywide contracting and procurement policies and procedures to avoid retroactive contracting. In August 2006, while reviewing for compliance, it was discovered that DMH was inappropriately using a blanket purchase order to obtain personnel recruitment and related services from Mann & Associates. Specifically, the process related to sole source acquisitions were not followed and DMH had exceeded their delegated purchasing authority. These transactions were completed by DMH program staff unfamiliar with County purchasing policies and procedures. The use of the blanket purchase order process is now being monitored by DMH administrative support staff who are familiar with the County's procurement guideline and policies.

Once that discovery was made, no additional services were requested of the vendor. However, as of that date, DMH has incurred costs for services totaling \$19,021. Invoices for that amount have been received from Mann & Associates but have not been paid. Consequently, Board approval is also requested to authorize a retroactive payment to Mann & Associates in the total amount of \$19,021.

DMH has begun a competitive bid process to obtain these personnel recruitment services through the use of an outside vendor. In the interim however, the Department is seeking to use Mann & Associates on a time-limited month-to-month sole source contract to resume the critical recruitment advertising in professional publications until the competitive bid process can be completed.

Prior to the advertising/recruitment campaign developed and implemented by Mann & Associates, the vacancy rate for psychiatrists was consistently between 25 percent and 30 percent. Since 2000, the Department has had contact with more than 700 psychiatrists and hired 185 psychiatrists, reducing the vacancy rate to between 10 percent and 15 percent. The majority of these hirings resulted from psychiatrists responding to advertisements placed by Mann & Associates.

CONTRACTOR

Mann & Associates is a sole proprietorship, minority, woman-owned, full-service communications agency specializing in advertising and public relations services, communications counsel, crisis communications programs, and multi-ethnic, multi-cultural communications solutions focused on mental health and health care. The agency is an accredited member of the Public Relations Society of America, Counselor's Academy and American Marketing Association. Since the agency's formation in 1987, the agency has been long affiliated with the Southern California Psychiatric Society; has been recognized by the American Psychiatric Association for expertise in targeted marketing with four (4) major national awards; has received an award from the Asian American Advertising and Public Relations Alliance; has been instrumental in developing a successful public relations strategy that created the Coalition for Mental Illness/Greater Los Angeles, which included more than 50 organizations; and handled the comprehensive public relations (including media relations, advertisements, community outreach, creation and production of educational materials, and special projects) for DMH following a series of major disasters--Los Angeles Civil Unrest, Firestorms, and Northridge Earthquake.

CONTRACTING PROCESS

To comply with the Board's contracting policy requirements for sole source contracts, DMH notified the Board on November 30, 2006 of its intent to negotiate a sole source Agreement with Mann & Associates based upon its highly satisfying experience with this sole proprietorship, minority, woman-owned, full-service communications agency specializing in advertising and public relations and focusing on mental health and health care.

This Board letter will enable DMH to establish a short-term, month-to-month contractual relationship with Mann & Associates in order to give DMH enough time to complete the RFP process, while continuing to receive uninterrupted mission critical services in the area of personnel recruitment and related services. This agency has the highly specialized professional and technical knowledge in marketing, media design and advertising, and extensive experience with the County's complex mental health system to enable DMH to continue ongoing recruitment of psychiatrists for its directly-operated programs and fill critical psychiatrist manpower shortages countywide.

Upon Board approval of this contract, DMH will immediately implement actions to initiate and complete the RFP process to competitively solicit bids for advertising and recruitment. Subsequently, the Department will return to your Board for approval of a new contract award to the successful proposer, effective July 1, 2008.

DMH CONTACT

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