



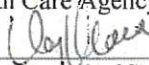
**SUPPLEMENTAL AGENDA ITEM
AGENDA STAFF REPORT**

MEETING DATE: 9/28/21

LEGAL ENTITY TAKING ACTION: Board of Supervisors

BOARD OF SUPERVISORS DISTRICT(S): All Districts

SUBMITTING AGENCY/DEPARTMENT: Health Care Agency

DEPARTMENT HEAD REVIEW: 
Department Head Signature

DEPARTMENT CONTACT PERSON(S): Hieu Nguyen (714) 834-2367
Clayton Chau (714) 834-2830

CLERK OF THE BOARD
ORANGE COUNTY
BOARD OF SUPERVISORS

2021 SEP 16 AM 9:57

RECEIVED

SUBJECT: Contracts for Population Health and Equity

CEO CONCUR

Digitally signed by Frank Kim
DN: cn=Frank Kim, ou=County of
Orange, ou=CEO,
email=frank.kim@ocgov.com,
c=US
Date: 2021.09.15 15:15:19 -0700

CEO Signature

COUNTY COUNSEL REVIEW

Approved to Form

Action

massoud shamel

County Counsel Signature

CLERK OF THE BOARD

Discussion

3 Votes Board Majority

Budgeted: No

Current Year Cost: \$7,813,138

Annual Cost: FY 2022-23
\$9,375,765
FY 2023-2024 \$1,562,628

Staffing Impact: No

of Positions: N/A

Sole Source: Yes

Current Fiscal Year Revenue: N/A

Funding Source: FED: 100% (CDC-RFA-OT21-
2103 National Initiative to Address COVID-19 Health
Disparities)

County Audit in last 3 years: No

PRIOR BOARD ACTIONS: 06/22/2021 #70, 04/27/2021 #51

RECOMMENDED ACTION(S)

1. Approve Contract with Institute for Healthcare Improvement for provision of Population Health and Equity Partnership Services for the term of September 28, 2021, through September 13, 2023, for an amount not to exceed \$1,761,531.
2. Approve Contract with Multi-Ethnic Collaborative of Community Agencies for provision of Partner Outreach, Engagement and Grants Administration Support Services for the term of September 28, 2021, through September 13, 2023, for an amount not to exceed \$15,300,000 (\$1,200,000 for outreach and engagement program expenses and \$14,100,000 to be allocated to various subrecipient implementation grants and participation stipends for community partners involvement in the Orange County Health Equity Coalition and Determinants of Health Action

Area Workstreams).

3. Approve Contract with Wilson and Associates Coaching and Consulting, LLC for provision of Consultative Services for Community Planning for the term of September 28, 2021, through September 13, 2023, for an amount not to exceed \$240,000.
4. Approve Contract with Advance OC for provision of OC Health Equity Map Community Engagement and Platform Enhancements Services for the term of September 28, 2021, through September 13, 2023, for an amount not to exceed \$600,000.
5. Approve Contract with Desert Vista Consulting, LLC. for provision of Grant Activities Evaluation Services for the term of September 28, 2021, through September 13, 2023, for an amount not to exceed \$450,000.
6. Approve Contract with Public Health Institute for provision of Health Equity Technical Assistance Services for the term of September 28, 2021, through September 13, 2023, for an amount not to exceed \$200,000.
7. Approve Contract with Celery Design Collaborative, LLC. for provision of OC Health Equity Coalition Media and Communication Campaign Services for term of September 28, 2021, through September 13, 2023, for an amount not to exceed \$200,000.
8. Pursuant to Contract Policy Manual Section 3.4-114, authorize the County Procurement Officer or authorized Deputy, to exercise a contingency contract cost increase in an amount not to exceed 10 percent of the contract amount for the first year of the contracts, for the entire term of the Contracts, including renewals, and within the scope of work set forth in the contracts. The use of this contingency contract cost increase is subject to approval requirements established by the County Procurement Officer.
9. Authorize the County Procurement Officer or authorized Deputy to execute the Contracts in the Recommended Actions above.

SUMMARY:

Approval of the Contracts will support the implementation of activities related to the CDC-RFA-OT21-2103 National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities, which support and expand the Health Care Agency's capacity to address the environmental, social and economic conditions that contribute to health inequities.

BACKGROUND INFORMATION:

On March 17, 2021, the Office for State, Tribal, Local and Territorial Support from the Centers for Disease Control and Prevention announced a non-competitive no cost sharing or matching grant (CDC-RFA-OT21-2103). The grant provides funding for Local Health Departments to address COVID-19 and advance health equity (e.g., through strategies, interventions and services that consider systemic barriers and potentially discriminatory practices that have put certain groups at higher risk for disease like COVID-19) in racial and ethnic minority groups.

On April 27, 2021, Your Honorable Board of Supervisors (Board) approved the Health Care Agency (HCA) to apply for the Centers for Disease and Control and Prevention's National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities Grant (CDC-RFA-OT21-2103). On May 3, 2021, HCA submitted a request to the Office for State, Tribal, Local and Territorial Support for grant funding in the following four overarching strategies: 1) expand existing and/or develop new mitigation and prevention and services to reduce disparities among populations at higher risk and/or underserved, 2) increase and improve data collection and reporting for populations experiencing a disproportionate burden of COVID-19 infection, severe illness and death that will guide the response to the COVID-19 pandemic, 3) build, leverage and expand infrastructure support for COVID-19 prevention and control among populations at higher risk and/or underserved and 4) mobilize partners and collaborators to advance health equity and address social determinants of health as they relate to COVID-19 health disparities among populations at higher risk and/or underserved. These efforts will be in direct support of implementation of the HCA 2021-2023 Strategic Plan, the foundation of which is population health management and equity.

On June 22, 2021, the Board approved HCA's acceptance of CDC-RFA-OT21-2103 Grant Award in the amount of \$22,886,119. Using an approach designed to build and sustain trust and amplify cross-sector collaborations with new and existing community partners supporting disproportionately impacted and underserved populations, HCA will:

- Engage and build partnerships with communities and organizations that have been hard to reach;
- Strengthen data collection, reporting and dissemination for underserved populations experiencing a disproportionate burden of COVID-19 and other social and health inequities;
- Build and expand the Office of Population Health and Equity's capacity and infrastructure; and
- Strengthen HCA's commitment and actions to ensure health equity in Orange County.

To support the implementation of the approved grant activities, HCA seeks to engage with the following industry experts:

Institute for Healthcare Improvement (IHI)

IHI will partner with HCA and its partners to measurably expand the County's ability to address the gaps in the health care system that are driving inequities in health and wellbeing in the County. Focused on a commitment to partnering with communities that is in alignment with the stated priorities of HCA, the HCA/IHI Partnership will draw on the IHI Pathways to Population Health Framework and the Community of Solutions Framework to support HCA and their multi-sector partners.

The two frameworks will support population and community transformation in ways that improve health and build more equitable systems. Improvements tested at the local level can be spread and scaled because there is growing trust and an atmosphere of teamwork. The community can use its assets in traditional and nontraditional ways to effect transformation in policy, systems and environmental changes over time to address the root causes of poor health and inequity, including the impacts associated with the COVID-19 pandemic.

Multi-Ethnic Collaborative of Community Agencies (MECCA)

The contract with MECCA allocates an amount not to exceed \$1.2 million for outreach and engagement program expenses and \$14.1 million to be allocated to various subrecipient implementation grants and participation stipends for community partners partner involvement in the Orange County Health Equity Coalition and Determinants of Health Action Area Workstreams.

With direct oversight from HCA, MECCA will provide support for program coordination activities in the areas of: 1) Strategic Planning and Development, 2) Partner Outreach and Engagement, 3) Program Management and Grants Administration and 4) Communications and Marketing Support. In conjunction with these activities and to ensure equitable participation of community partners and stakeholders, MECCA will work directly with HCA to identify, review, select, track outcomes and administer various subrecipient implementation grants and participation stipends to community partners involved in the Orange County Health Equity Coalition and Determinants of Health Action Area Workstreams. With HCA guidance and oversight, MECCA will ensure participation and engagement of cross-sector public and private community partners in the network, with an emphasis on partnering with those who have historically not been engaged or contracted with the County (e.g., eligible ethnic community-based organizations, grassroots/volunteer-run organizations). As a proactive and catalytic partner, MECCA will also provide performance and compliance monitoring of grantees to foster the initiative's success in target communities and populations.

Wilson and Associates Coaching and Consulting, LLC (Wilson and Associates)

Wilson and Associates will partner with HCA and its partners to engage, convene and build capacity of the six identified priority populations (i.e., Asian/Pacific Islander, Black community, Individuals with Disabilities, Latinx, LGBTQ and Older Adults) to address the gaps in the health care system that are driving inequities in health and wellbeing in the County.

Advance OC

This professional services contract is for specialized technical assistance for system change through data science, data management and dissemination of the OC Equity Map (OCEM) and its applications to promote population health management and equity both Countywide and within HCA's service areas. HCA seeks to enhance and promote the OCEM platform by going through an in-depth community engagement process with decision-makers, residents and community-based organizations to inform improvements to the platform and utilization of the map for planning and decision-making. Additionally, HCA seeks to support and build data utilization capacity among residents, County agencies, cities and non-profit organizations through training and use-case demonstrations. Advance OC will work in partnership with HCA and its partners to measurably expand Orange County's utilization of the OCEM and its applications to effectively identify, prioritize and through data-driven process help address the gaps in the health care system that are driving inequities in health and wellbeing in the County.

Desert Vista Consulting, LLC. (DVC)

This professional services contract is for program evaluation of HCA's planned activities and strategies in support of the CDC-RFA-OT21-2103 grant that promotes population health management and equity both county-wide and within the HCA service areas. DVC will design and implement a formative, rapid-cycle evaluation for each of the four strategies and their associated activities. Given the initiative's focus on strengthening and expanding resources and services, data and reporting, infrastructure support and partner mobilization, the focus of the evaluation will be to identify and track influences on the progress and effectiveness of the work, as well as the overall value of the investments. The evaluation also needs to assess the overall outcomes resulting from the strategies implemented within HCA and the community, including assessing the extent to which impacted community voices are heard and addressed, and the strength and impact of the public-private partnerships that are developed.

This approach will produce quick feedback and insights for mid-course project/activity improvement and determine the longer-term impact of the strategies. This approach also relies on community participation to quickly develop a holistic understanding of the projects to help frame the focus and determine how to measure outcomes and impact. This will ensure that the evaluation yields information relevant to the

interests of diverse users and stakeholders, which will improve the likelihood of lasting change and widespread adoption.

Public Health Institute (fiscal sponsor of the Public Health Alliance of Southern California)

This professional services contract is for technical assistance, training support and HCA's participation in a regional Local Health Departments learning collaborative to support HCA's planned COVID-19 related activities and strategies that further promote population health management and equity both county-wide and within HCA's service areas. HCA seeks professional services and technical support from the Public Health Alliance of Southern California (The Alliance) to support the grant's activities and projects.

Celery Design Collaborative, LLC

This contract will allow the vendor to implement Phase 2 and 3 of a multi-phased communications campaign to support HCA's efforts to advance population health and equity in Orange County through its OC Equity Initiative. Celery Design Collaborative, LLC is currently completing Phase 1 of this campaign. The multi-phased campaign is intended to generate a shared understanding among key stakeholders and potential participants of the various efforts to be funded by HCA's CDC Health Equity grant and the benefits of using the new OC Equity Map. Through the OC Equity Initiative, the County is seeking to promote the systems change and community transformation that is necessary to reduce and eventually eliminate health disparities and other causes of vulnerability to health disorders, including COVID-19.

This item is being brought to the Board with less than 30 days prior to the execution of the Contracts to expedite the implementation of the new services that will fill an unmet need in Orange County and to align them with funding source timeline.

The proposed Contracts are sole source contracts and completed Sole Source Request Forms are attached to this Agenda Staff Report as Attachment H. The justification for the Sole Source procurement of these contracts is the expedited timeline associated with the funding source and the County's need for Population Health and Equity Services.

HCA requests the Board to approve the Contracts as referenced in the Recommended Actions above.

FINANCIAL IMPACT:

Appropriations and offsetting revenue for these contracts will be requested in Budget Control 042 FY 2021-22 Budget via the September Budget report and will be included in the budgeting process for future years.

STAFFING IMPACT:

N/A

ATTACHMENT(S):

Attachment A – Contract MA-042-22010163 for Population Health and Equity Partnership Services with Institute for Healthcare Improvement

Attachment B – Contract MA-042-22010253 for Partner Outreach, Engagement, and Grants Support Services with MECCA

Attachment C – Contract MA-042-22010254 for Consultative Services for Community Planning with Wilson and Associates Coaching and Consulting, LLC

Attachment D -- Contract MA-042-22010255 for OC Health Equity Map Community Engagement and Platform Enhancements Services with Advance OC

Attachment E -- Contract MA-042-22010251 for Grant Activities Evaluation Services with Desert Vista Consulting, LLC.

Attachment F -- Contract MA-042-22010256 for Health Equity Technical Assistance Services with Public Health Institute

Attachment G -- Contract MA-042-22010330 for OC Health Equity Coalition Media and Communication Campaign Services with Celery Design Collaborative, LLC.

Attachment H -- Contract Summary Forms for Attachments A -- G

Attachment I -- Sole Source Request Forms for Attachments A -- G