



AGENDA STAFF REPORT

Control: 26001802

MEETING DATE: 10/13/2026
LEGAL ENTITY TAKING ACTION: Board of Supervisors
BOARD OF SUPERVISORS DISTRICT(S): District 2
SUBMITTING AGENCY/DEPARTMENT: Health Care Agency
DEPARTMENT CONTACT PERSON(S): Veronica Kelley, 714-834-7024
Michelle Smith, 714-834-6023

SUBJECT: Approve Behavioral Health Educational Outreach and Strategic Marketing Campaign

CEO CONCUR

COUNTY COUNSEL REVIEW

CLERK OF THE BOARD

Concur

Approve agreement to form

DISCUSSION

3 Votes Board Majority

Budgeted: Yes

Current Year Cost: \$577,500

Annual Cost: N/A

Staffing Impact: No

Sole Source: Yes

Current Fiscal Year

Funding Source: State: 100%

County Audit in Last 3

Revenue: N/A

(Behavioral Health Services
Act/Innovation)

years: No

Levine Act Review

Completed? Yes

Prior Board Action: N/A

RECOMMENDED ACTION(S):

1. Approve Contract with Anaheim Arena Management, LLC for Behavioral Health Educational Outreach and Strategic Marketing Campaign, for the period of October 13, 2026, through June 30, 2027, for a total amount not to exceed \$577,500, renewable for one additional one-year period.
2. Pursuant to Contract Policy Manual Section 3.3-113, authorize the County Procurement Officer or Deputized designee to exercise a contingency contract increase, not to exceed a total of 10 percent of the Contract amount for the first year of the Contract, for the entire term of the Contract, including renewals, within the scope of work set forth in the Contract. The use of this contingency contract cost increase is subject to approval requirements established by the County Procurement Officer.
3. Authorize the County Procurement Officer or Deputized designee to execute the Contract with Anaheim Arena Management, LLC, as referenced in the Recommended Actions above.

SUMMARY:

Approval of the Behavioral Health Educational Outreach and Strategic Marketing Campaign with Anaheim Arena Management, LLC will increase the reach of the Health Care Agency's Behavioral Health Educational Outreach and Strategic Marketing Campaign to key unserved target populations and will help achieve the goals of reducing behavioral health-related stigma and increase awareness of available behavioral health and wellbeing resources.

BACKGROUND INFORMATION:

The Health Care Agency's Behavioral Health Services Act (BHSA) Innovation (INN) project for Community Program Planning (CPP) is an approved project designed to evaluate strategies for gathering meaningful community input to inform behavioral health planning. BHSA INN funds for the CPP project are categorical and may only be used for approved innovation and learning activities. These funds cannot be redirected to other behavioral health needs.

On January 13, 2026, your Honorable Board of Supervisors approved a contract with Anaheim Arena Management, LLC (AAM) to implement a CPP Innovation Pilot using Anaheim Ducks platforms during the remainder of the 2025–26 National Hockey League season. The contract included activation space at 19 Anaheim Ducks home games, providing opportunities for behavioral health outreach, resource promotion, community engagement, and CPP survey participation. The pilot was designed to test whether a professional sports setting could broaden participation in CPP, reach residents who may not typically participate in traditional County planning activities, increase awareness of behavioral health resources, and generate community input to inform the County's Behavioral Health Integrated Plan (BHIP).

During the initial pilot, the 19 contracted home-game activations generated approximately 2.8 million regular-season in-arena impressions, representing the estimated number of times HCA messaging was viewed through contracted in-arena signage and promotional assets, including scoreboard LEDs, dasherboard signage and Tagboard displays. The campaign also generated 4,841 responses across CPP survey areas addressing behavioral health awareness, access, barriers, strengths and needs. Survey results showed that 63 percent of fans reported awareness or familiarity with OC Health or Ducks.OCNavigator.org. Beyond game-day engagement, the partnership extended HCA's reach to youth and families through Ducks-affiliated programming, including the Captain's Challenge Fit Finals, which reached 1,234 students from 17 elementary schools during the 2025–26 campaign.

HCA now proposes to continue the CPP Innovation Pilot through the full 2026–27 Anaheim Ducks regular season (which begins on October 2, 2026) to further evaluate this engagement model. The continued pilot will allow HCA to further evaluate professional sports and related community events as an innovative approach to CPP engagement. Campaign performance and CPP survey participation will be used to evaluate the pilot, inform future community engagement strategies, and provide community input for the County's BHIP.

Scope of Services

Through the Campaign, HCA will use Anaheim Ducks games, digital platforms, and community events to increase awareness of County behavioral health resources and provide opportunities for residents to participate in CPP.

The Campaign will run through the remaining 2026–27 Anaheim Ducks regular season and includes:

- In-arena outreach: HCA activation space at all regular-season home games, along with scoreboard messaging, LED signage, dasherboard placement, Tagboard integration, and other in-arena promotion.
- Community engagement: Presenting sponsorship of the Wheelin' 4 Wellness Tournament, supporting sponsorship of the S.C.O.R.E. Shootout, and presenting sponsorship of one Anaheim Ducks home game.
- Digital outreach: Digital and social media promotion, including a month-long sweepstakes, to promote County-approved behavioral health resources and engagement opportunities.
- Community input: Voluntary CPP surveys offered throughout the Campaign to gather feedback on behavioral health awareness, access, barriers, strengths and needs.

Performance Outcomes

HCA will evaluate the Campaign based on its ability to reach residents, increase visibility of County behavioral health resources, engage the community, and generate participation in CPP surveys.

Performance measures will include:

- Attendance and number of contracted activations and events completed;
- In-arena and digital impressions;
- Participation and engagement with interactive and digital Campaign elements;
- Number of CPP survey responses collected; and
- Proof that contracted media, promotional, and community engagement elements were delivered.

AAM will provide available performance data and proof of performance. HCA will use these results, along with CPP survey findings, to evaluate the Innovation Pilot and inform future community engagement strategies.

Additionally, this kind of expansive effort aligns with the Prevention Pillar of the OC CARES initiative and can support the County in its efforts to reduce behavioral health-related stigma, and to promote awareness of available mental health and wellbeing resources.

The proposed Contract is a Sole Source Contract as AAM exclusively controls the Anaheim Ducks and Honda Center media, promotional, in-arena and community engagement assets included in the Contract. These assets are proprietary to AAM and cannot be purchased or provided by another vendor.

AAM performance has been confirmed as satisfactory. HCA has verified there are no concerns that must be addressed with respect to AAM ownership/name, litigation status or conflicts with County interests. Department staff have conducted due diligence on AAM and was found to be satisfactory.

The Contract does not currently include subcontractors or pass through to other providers. See Attachment B for the Contract Summary Form. The Orange County Preference Policy is not applicable to this contract award.

This contract contains non-standard indemnification and insurance terms that were reviewed and approved by Risk Management. See Attachment C for the Risk Assessment Form.

This Contract is submitted for approval less than 30 days before its effective date to allow HCA to begin implementation during the 2026–27 Anaheim Ducks regular season. Timely approval will minimize missed

home-game activations and allow contracted outreach, community engagement, and CPP survey opportunities throughout the remaining regular season. Delaying approval could result in missed home-game activations and reduced opportunities for community participation.

HCA requests that the Board approve the selection of and Contract with AAM for the execution of a Behavioral Health Educational Outreach and Strategic Marketing Campaign, as referenced in the Recommended Actions.

FINANCIAL IMPACT:

Appropriations for this Contract are included in Budget Control 042 FY 2026-27 Budget.

The proposed Contract include provisions allowing HCA to terminate the Contract, reduce the level of services, and/or renegotiate the levels of services provided, as necessary. This includes a notice that allows HCA adequate time to transition or terminate services to clients, if necessary.

STAFFING IMPACT:

N/A

REVIEWING AGENCIES/DEPARTMENTS:

N/A

ATTACHMENTS:

Attachment A - Contract No. MA-042-27010341 for Behavioral Health Educational Outreach and Strategic Marketing Campaign

Attachment B - Contract Summary Form

Attachment C - Risk Assessment Form