

CITY COUNCIL RESEARCH DIVISION

LEGISLATIVE SUMMARY



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Bill Type and Number: 2021-81

Introducer/Sponsor(s): Council Member Freeman

Date of Introduction: February 9, 2021

Committee(s) of Reference: NCSPHS, F, R

Date of Analysis: February 8, 2021

Type of Action: Agreement authorization, *Ordinance Code* waiver and exception, and designation of oversight agency

Bill Summary: This bill authorizes the agreement between the City of Jacksonville and Hearts 4 Minds, Inc. to provide services for a city-wide mental health campaign. Pursuant to Section 126.107(g) (Exemptions), Part 1 (General Regulations), Chapter 126 (Procurement Code), *Ordinance Code*, such procurement is exempted from competitive solicitation because the supplies or services are to be provided by those specifically prescribed within authorizing legislation that appropriates the same. This legislation waives Section 110.112, *Ordinance Code* to allow for a partial advance payment. The Office of Public Affairs will oversee the project.

Background Information: The purpose of this legislation is to approve the service contract with Hearts 4 Minds for digital and non-digital educational, outreach and media content and materials throughout a 36-month contract period to raise awareness about the importance of mental health, break down the stigma of mental illness and connect people to providers. The City will pay Hearts 4 Minds an initial payment of \$50,000 to be used toward initial "start-up" costs for the services within forty-five days of the effective date, and thereafter, the City will pay in quarterly installments of up to \$25,000 each for the third and fourth quarters of the first year of the term and quarterly installments of up to \$12,500 each during the second and third years. With the exception of the initial payment, all subsequent payments will be made for services rendered.

Policy Impact Area: Mental health awareness campaign

Fiscal Impact: FY 2020-2021 City Budget appropriated \$200,000 for Mental Health Campaigns; no new City funding is required

Analyst: Hampsey