

1 Introduced by Council Member Freeman:  
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4 **ORDINANCE 2021-81**

5 AN ORDINANCE APPROVING, AND AUTHORIZING THE  
6 MAYOR, OR HIS DESIGNEE, AND CORPORATION  
7 SECRETARY TO EXECUTE AND DELIVER, AN AGREEMENT  
8 BETWEEN THE CITY OF JACKSONVILLE AND HEARTS 4  
9 MINDS, INC.; INVOKING THE EXCEPTION IN SECTION  
10 126.107(G), *ORDINANCE CODE*, TO ALLOW DIRECT  
11 CONTRACT WITH HEARTS 4 MINDS, INC. TO PROVIDE  
12 THE SERVICES FOR A MENTAL HEALTH MURAL CAMPAIGN;  
13 WAIVING SECTION 110.112 (ADVANCE OF CITY FUNDS;  
14 PROHIBITION AGAINST), PART 1 (THE CITY  
15 TREASURY), CHAPTER 110 (CITY TREASURY),  
16 *ORDINANCE CODE*, TO ALLOW FOR A PARTIAL ADVANCE  
17 PAYMENT BY THE CITY; PROVIDING FOR OVERSIGHT BY  
18 THE OFFICE OF PUBLIC AFFAIRS; PROVIDING AN  
19 EFFECTIVE DATE.  
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21 **WHEREAS**, the 2020-2021 City Budget appropriated \$200,000 for  
22 Mental Health Campaigns; and

23 **WHEREAS**, Hearts 4 Minds, Inc. has undertaken a city-wide  
24 campaign to raise awareness of mental health issues; and

25 **WHEREAS**, Hearts 4 Minds, Inc. has support from community  
26 partners to further this campaign; and

27 **WHEREAS**, the funds already appropriated in 2020-504-E are hereby  
28 being utilized in a direct contract to Hearts 4 Minds, Inc. to provide  
29 services for a mental health mural campaign; now therefore

30 **BE IT ORDAINED** by the Council of the City of Jacksonville:

31 **Section 1. Agreement approved and execution authorized.**

1 There is hereby approved, and the Mayor, or his designee, and  
2 Corporation Secretary are hereby authorized to execute and deliver,  
3 the Funding Agreement between the City of Jacksonville and Hearts 4  
4 Minds, Inc., in substantially the form as attached hereto as **Exhibit**  
5 **1**, and incorporated herein by this reference (the "Agreement"). The  
6 Agreement may include such additions, deletions and changes as may  
7 be reasonable, necessary and incidental for carrying out the purposes  
8 thereof, as may be acceptable to the Mayor, or his designee, with  
9 such inclusion and acceptance being evidenced by execution of the  
10 Agreement by the Mayor, or his designee; provided however, no  
11 modification to the Agreement may increase the financial obligations  
12 or liability of the City to an amount in excess of the amount stated  
13 in the Agreement or decrease the duties and obligations of Hearts 4  
14 Minds, Inc. as stated in the Agreement, and any such modification  
15 shall be technical only and shall be subject to appropriate legal  
16 review and approval by the Office of General Counsel. For the purposes  
17 of this Ordinance, the term "technical changes" is defined as those  
18 changes having no financial impact to the City and any other non-  
19 substantive changes that do not substantively increase the duties and  
20 responsibilities of the City under the provisions of the Agreement.

21 **Section 2. Invoking the exception to Section 126.107(g),**  
22 **Ordinance Code.** The City is hereby authorized to procure the use of  
23 the professional services of Hearts 4 Minds, Inc., to provide services  
24 for a mental health mural campaign. Pursuant to Section 126.107(g)  
25 (Exemptions), Part 1 (General Regulations), Chapter 126 (Procurement  
26 Code), *Ordinance Code*, such procurement is exempted from competitive  
27 solicitation because the supplies or services are to be provided by  
28 those specifically prescribed within authorizing legislation that  
29 appropriates the same. With the exception of the foregoing, all other  
30 provisions of Chapter 126, *Ordinance Code*, shall remain in full force  
31 and effect.

1           **Section 3.           Waiving Section 110.112, Ordinance Code.** Section  
2 110.112 (Advance of City funds; prohibition against), Part 1 (The  
3 City Treasury), Chapter 110 (City Treasury), *Ordinance Code*, is hereby  
4 waived to allow for a partial advance payment as described in the  
5 Agreement.

6           **Section 4.           Oversight.** The Mayor is requested to appoint the  
7 Office of Public Affairs to oversee the project in Section 1 above  
8 and to ensure compliance with all other appropriate laws.

9           **Section 5.           Effective Date.** This Ordinance shall become  
10 effective upon signature by the Mayor or upon becoming effective  
11 without the Mayor's signature.

12 Form Approved:

13  
14 /s/ Margaret M. Sidman

15 Office of General Counsel

16 Legislation prepared by: Margaret M. Sidman

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## **Deliverables for Mental Health Campaign:**

### **1. Scope of Work, Mission and Approach**

#### ***Mission and Approach***

At its core, Hearts 4 Minds is about saving lives. Whether we are helping raise awareness about the importance of mental health, breaking down the stigma of mental illness or connecting people to providers, when we normalize conversation, we save lives. With more than 51 million Americans, and 1 million Floridians, suffering from a long-term mental illness, this mission is critical. Changing beliefs is a long-term battle that can build a bridge between those that need and those that provide.

Our approach to opening conversation, demystifying the facts about mental illness and helping to improve the mental health ecosystem includes long-term awareness campaigns and engagement of stakeholders throughout our community. Together we can break the stigma of mental illness and pave the way for the creation of critical connections, education and innovation.

Hearts 4 Minds shall employ and supervise a design, development and implementation team to structure compelling digital and non-digital educational, outreach and media content and materials throughout the 36-month contract period. The team shall be experienced in outreach campaigns. The team may be comprised of subject-matter expert volunteers.

#### ***Scope of work***

- a. Developing a comprehensive marketing plan that includes a strategy and concept to reach as many residents in Duval County and Northeast Florida as possible. Utilizing data and analytics throughout the 36-month contract, Hearts 4 Minds will adjust the strategic plan to capitalize on the most effective media.
- b. Sheryl Johnson shall serve as the point of contact.
- c. Hearts 4 Minds will engage other stakeholders within the community to ensure content meets the specific needs of Duval County and Northeast Florida.
- d. Hearts 4 Minds shall prepare and present a report in writing once per quarter over the 36-month period, describing all marketing, promotional and advertising activities. The report shall include plans for future campaigns during the remaining 36-month contract period to support the long-term success of the project. The report shall also include data reflecting the number of residents that “click-through” or use the media connections to services.
- e. Hearts 4 Minds shall prepare a final written report when the contract term is complete that will describe all activities conducted during the 36-month contract along with results and the overall value of each placement.
- f. Where applicable, Hearts 4 Minds will utilize QR codes that will easily connect residents of Duval County and Northeast Florida to information about mental illness and local resources.

## **2. Data Collection and Analysis**

- a. **Google / Website Analytics**
  - i. Audience
  - ii. Devices used
  - iii. Time Spent on website
  - iv. Website actions
  - v. YouTube views
  - vi. YouTube click-throughs
- b. **Social Media Analytics**
  - i. Impressions
  - ii. Click-throughs
  - iii. Ad Effectiveness
  - iv. New subscribers
- c. **Television Analytics**
  - i. Impressions and views
  - ii. Time slots
  - iii. Correlated website activity
- d. **Public Relations**
  - i. Generation of digital news links with authority pointing back to the website landing page
  - ii. Correlated website activity
  - iii. Social media engagement
  - iv. Campaign to give mural lasting impact and continuity
  - v. Development of media kits to ensure campaign consistency
  - vi. Development of contacts and media partners for wide-spread publication
  - vii. Press releases
  - viii. Event spots
  - ix. Online outreach for events

## **3. Project Deliverables**

- a. Original and full creative media campaign for all media types including Social, TV, Radio, and Print
- b. Google Ads
- c. TV Advertising + PSAs
- d. YouTube Ads
- e. Landing page with local resource information and connecting to a 24/7 crisis text line (H4M-HELP)
- f. Dragonfly awareness murals throughout the city with QR that lead to the crisis line or mental health providers
- g. Paid and organic social media advertising and management
- h. Myth-buster leaflet for distribution to healthcare providers, schools, offices
- i. Metrics for assessing reach and reporting
- j. PR for initial push and awareness