



**BOARD OF SUPERVISORS AGENDA ITEM REPORT  
CONTRACTS / AWARDS / GRANTS**

Award  Contract  Grant

Requested Board Meeting Date: February 21, 2023

\* = Mandatory, information must be provided

or Procurement Director Award

**\*Contractor/Vendor Name/Grantor (DBA):**  
Behavioral Insights (US) Inc. Dba Behavioral Insights Team

**\*Project Title/Description:**  
Behavioral Economics Design for Health Literacy Project

**\*Purpose:**  
The Pima County Health Department is interested in improving uptake of COVID-19 vaccines in Pima County among Hispanic/Latina women. PCHD has been working with a community partner, Marana Health Center (MHC Healthcare), to identify and address barriers faced by their clients in accessing, understanding and acting upon COVID-19 information. PCHD has worked with two contractors to learn from consumers what these barriers are and pilot potential solutions. This request is related to a contract with the firm, Behavioral Insights Team, who is responsible for providing expertise to assess health behavior changes and assist in the design and evaluation of the pilot so that the effectiveness of the project can be determined.

Amendment #1 reallocates \$50,000 within the current grant budget to the Contractor for this purpose. The amendment also extends the current contract for six months to December 2023 contingent upon a no-cost extension by the grant funder.

**\*Procurement Method:**  
Processed per BOS Policy D29.6, III-A, RFP No. PCHD-2022-01.

**\*Program Goals/Predicted Outcomes:**  
Provide guidance to Health Department staff and health providers on effective methods for helping consumers better understand and take action on health information. Contractor will evaluate a pilot program to determine its effectiveness in engaging consumers in addressing their healthcare needs.

**\*Public Benefit:**  
By identifying how best to engage consumers in understanding and acting upon health information, the Pima County Health Department and health providers can more effectively engage consumers in understanding the benefits of vaccines and better managing their own health. Other benefits include increased vaccine uptake that will result in improved health outcomes for this minority population and fewer serious illnesses and deaths from COVID-19.

**\*Metrics Available to Measure Performance:**  
Contractor will produce a final report evaluating the effectiveness of the pilot. In the interim, Contractor will produce monthly progress reports and recommendations related to pilot development.

**\*Retroactive:**  
No.

*GMI Approves  
AF 2/6/23*

*TO: COB 2-8-23 (C)  
Vers: 2  
pgs: 5*

**Contract / Award Information**

Document Type: \_\_\_\_\_ Department Code: \_\_\_\_\_ Contract Number (i.e.,15-123): \_\_\_\_\_

Commencement Date: \_\_\_\_\_ Termination Date: \_\_\_\_\_ Prior Contract Number (Synergen/CMS): \_\_\_\_\_

Expense Amount: \$\* \_\_\_\_\_  Revenue Amount: \$ \_\_\_\_\_

**\*Funding Source(s) required:**

Funding from General Fund?  Yes  No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_

Contract is fully or partially funded with Federal Funds?  Yes  No

If Yes, is the Contract to a vendor or subrecipient? \_\_\_\_\_

Were insurance or indemnity clauses modified?  Yes  No

If Yes, attach Risk's approval.

Vendor is using a Social Security Number?  Yes  No

If Yes, attach the required form per Administrative Procedure 22-10.

**Amendment / Revised Award Information**

Document Type: CT Department Code: HD Contract Number (i.e.,15-123): 23-057

Amendment No.: 01 AMS Version No.: 02

Commencement Date: 02/21/2023 New Termination Date: 12/31/2023

Prior Contract No. (Synergen/CMS): N/A

Expense or  Revenue  Increase  Decrease Amount This Amendment: \$ 50,000.00

Is there revenue included?  Yes  No If Yes \$ \_\_\_\_\_

**\*Funding Source(s) required:** U.S. Department of Health and Human Services

Funding from General Fund?  Yes  No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_

**Grant/Amendment Information** (for grants acceptance and awards)  Award  Amendment

Document Type: \_\_\_\_\_ Department Code: \_\_\_\_\_ Grant Number (i.e.,15-123): \_\_\_\_\_

Commencement Date: \_\_\_\_\_ Termination Date: \_\_\_\_\_ Amendment Number: \_\_\_\_\_

Match Amount: \$ \_\_\_\_\_  Revenue Amount: \$ \_\_\_\_\_

**\*All Funding Source(s) required:**

\*Match funding from General Fund?  Yes  No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_

\*Match funding from other sources?  Yes  No If Yes \$ \_\_\_\_\_ % \_\_\_\_\_

\*Funding Source: \_\_\_\_\_

**\*If Federal funds are received, is funding coming directly from the Federal government or passed through other organization(s)?** \_\_\_\_\_

Contact: Sharon Grant

Department: Health

Telephone: 724-7842

Department Director Signature/Date: [Signature]

2-8-23

Deputy County Administrator Signature/Date: [Signature]

9 Feb 2023

County Administrator Signature/Date: [Signature]

2/8/2023

(Required for Board Agenda/Addendum Items)

**Pima County Department of Health**

**Project:** Behavioral Economics Design for Health Literacy Project

**Contractor:** Behavioral Insights (US) Inc.  
Dba Behavioral Insights Team.  
1 Dock 72 Way, 7<sup>th</sup> Floor, Suite 08-114  
Brooklyn, NY 11205

**Contract No.:** CT-HD-23-057

**Contract Amendment No.:** 01

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<b>Orig. Contract Term:</b>	08/22/2022 - 06/30/2023	<b>Orig. Amount:</b>	\$100,000.00
<b>Termination Date Prior Amendment:</b>	N/A	<b>Prior Amendments Amount:</b>	\$ N/A
<b>Termination Date This Amendment:</b>	12/31/2023	<b>This Amendment Amount:</b>	\$ 50,000.00
		<b>Revised Total Amount:</b>	\$150,000.00

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**CONTRACT AMENDMENT**

The parties agree to amend the above-referenced contract as follows:

**1. Background and Purpose.**

1.1. Background. On August 22, 2022, County and Contractor entered into the above referenced agreement to provide consulting services related to Behavioral Economics Design.

1.2. Purpose. County requires additional services related to the pilot project.

**2. Term.** The County is exercising the first extension option to renew the contract for six additional months commencing on July 1, 2023 and terminating on December 31, 2023. This extension is contingent on County's request for a no-cost extension of the County's Advancing Health Literacy grant being approved by the US Department of Health and Human Services. If the grant extension is not approved, or is approved through a different date, this Contract will terminate on the day that the grant terminates. If the commencement date is before the Effective Date of this amendment, the parties will, for all purposes, deem the amendment to have been in effect as of the commencement date.

**3. Scope of Services.** The parties have revised the Scope of Services as described in the attached **Exhibit A.1** (2 pages) which replaces Exhibit A.

**4. Maximum Payment Amount.** The maximum amount the County will spend under this Contract, as set forth in Section 5, is increased by \$50,000.00. County's total payments to Contractor under this contract, including any sales taxes, will not exceed \$150,000.00. **Exhibit B.1** (1 page) replaces Exhibit B.

**5. Forced Labor of Ethnic Uyghurs.** Pursuant to A.R.S. § 35-394, if Contractor engages in for-profit activity and has 10 or more employees, Contractor certifies it is not currently using, and

agrees for the duration of this Contract to not use (1) the forced labor of ethnic Uyghurs in the People's Republic of China; (2) any goods or services produced by the forced labor of ethnic Uyghurs in the People's Republic of China; and (3) any contractors, subcontractors or suppliers that use the forced labor or any goods or services produced by the forced labor of ethnic Uyghurs in the People's Republic of China. If Contractor becomes aware during the term of the Contract that the Company is not in compliance with A.R.S. § 35-394, Contractor must notify the County within five business days and provide a written certification to County regarding compliance within one hundred eighty days.

All other provisions of the Contract not specifically changed by this Amendment remain in effect and are binding upon the parties.

**PIMA COUNTY**

**CONTRACTOR**

\_\_\_\_\_  
Chair, Board of Supervisors

  
\_\_\_\_\_  
Authorized Officer Signature

\_\_\_\_\_  
Date

Michael Hallsworth Director  
\_\_\_\_\_  
Printed Name and Title

01 / 27 / 2023  
\_\_\_\_\_  
Date

**ATTEST**

\_\_\_\_\_  
Clerk of the Board

\_\_\_\_\_  
Date

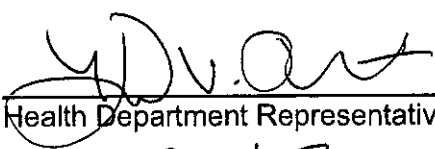
  
APPROVED AS TO FORM

\_\_\_\_\_  
Deputy County Attorney  
**Jonathan Pinkney**

1/27/23

\_\_\_\_\_  
Print DCA Name

**APPROVED AS TO CONTENT**

  
\_\_\_\_\_  
Health Department Representative

2/1/23  
\_\_\_\_\_  
Date

## **Exhibit A.1 (2 pages)**

### **Scope of Services**

#### **1. Partner Provider and Patient Engagement.**

Coordinate and lead meetings for County staff, stakeholders, clinicians, healthcare administrators and patients/clients to organize, recruit for and/or participate in four behavioral design experiments, as outlined within the Contractor's proposal. Engage in ongoing contact with MHC Healthcare, Pima County Health Department (PCHD), and community-based organizations identified by PCHD, as needed.

#### **2. Behavioral Design Process**

Use behavioral economics insights and design approaches to improve MHC Healthcare services/processes for clients and identify innovations or solutions that are desirable, feasible, viable, replicable and scalable. Guide and train PCHD and MHC Healthcare through the behavioral design process including behavioral diagnosis, identifying psychological biases, and designing and executing experiments by providing step-by-step guidance, experience, expertise, design tools and/or resources on assigned project and task completions and project implementation. Measure effectiveness of solutions against project initial goals together with the external evaluation team from the University of Arizona. If the solution falls short of those goals, make revisions based on experiment results and input from stakeholders, and test again. Assist the PCHD in utilizing research findings to develop opportunities to experiment and introduce behavioral interventions that will contribute to increased experiences of equity, cultural sensitivity and inclusion on behalf of priority populations. All activities are to align with the Department's commitment to a Health, Equity and Literacy in All Policies framework.

#### **3. Research and Project Development**

Facilitate the process of project development through research and planning as well as leading team project planning meetings. Provide step-by-step guidance for MHC Healthcare and the PCHD to identify target behaviors to change within healthcare service-delivery systems and individuals seeking healthcare, prioritizing high impact barriers to address, and conducting behavioral design experiments leveraging psychological biases towards the goal of helping MHC Healthcare and the PCHD to identify opportunities to enhance COVID-19 vaccination and other mitigation practices among vulnerable clients and communities served in Pima County.

- a. Following the decision to combine the behavioral experiment and pilot phases and the associated evaluation, provide extended evaluation design and implementation support through project end, with a focus on facilitating the process of prioritizing an appropriate evaluation design.

#### **4. Coordination**

County has procured separate consultants for Behavioral Economics and HCD. Contractor is required to work in coordination with these consultants to integrate behavioral economics and HCD principles into the program.

5. Administrative and Reporting

Submit documentation to the County on project implementation and progress by the required due date. In addition, Contractors must communicate weekly with MHC Healthcare, the University of Arizona evaluators, and/or County staff via phone, videoconference and/or email.

6. Meetings

Attend all virtual project planning meetings. These meetings will be with project partners and PCHD staff, approximately two per week, not to exceed eight per month.

7. Data Security

Contractor will ensure the PCHD, MHC Healthcare and other data that is shared with them is protected and shared only with authorized partners.

8. Travel

Travel to Pima County will be required to complete work outlined in the RFP. The cost of that travel is included in the \$100,000 not to exceed amount.

**Exhibit B.1 (1 page)**  
**Rates**

Total compensation for this project is \$150,000. Contractor will invoice County at the conclusion of each phase for the amounts listed below.

<b>Phase and Deliverable</b>	<b>Cost</b>
Phase 1: Target - Target Behavior Deck	\$ 18,000
Phase 2: Explore - Behavioral Barriers and Enablers Deck	\$ 14,000
Phase 3: Solution - Solution Concept Deck	\$ 21,000
Phase 4: Trial and Scale - Trial Protocol  - Results and Recommendations Deck	\$ 97,000
<b>Total</b>	<b>\$150,000</b>

Invoices are due with monthly reports on the 15<sup>th</sup> of the month following the month being billed for.

Refer to #5, Compensation and Payment, for additional requirements related to billing.