



Contract Number

11-843

SAP Number

N/A

Department of Behavioral Health

Department Contract Representative
Telephone Number
Contractor

Ellayna Hoatson

909-388-0858

San Mateo County Behavioral
Health and Recovery Services
Division

Contractor Representative
Telephone Number
Contract Term

Edith Cabuslay

December 17, 2019 through
December 16, 2022

Original Contract Amount
Amendment Amount
Total Contract Amount
Cost Center

N/A

N/A

Briefly describe the general nature of the contract:

Non-Financial Memorandum of Understanding with San Mateo County Behavioral Health and Recovery Services Division to establish the terms under which non-exclusive license rights to the materials, media and other assets related to the Cannabis Decoded Campaign will be provided, for the period of December 17, 2019 through December 16, 2022.

FOR COUNTY USE ONLY

Approved as to Legal Form

►
Dawn Martin, Deputy County Counsel

Date

11/21/19

Reviewed for Contract Compliance

►
Natalie Kessee, Contracts Manager

Date

11/21/19

Reviewed/Approved by Department

►
Veronica Kelley, Director

Date

11/21/19

**MEMORANDUM OF UNDERSTANDING
BETWEEN THE SAN MATEO COUNTY BEHAVIORAL HEALTH
AND RECOVERY SERVICES DIVISION AND
SAN BERNARDINO COUNTY DEPARTMENT OF BEHAVIORAL HEALTH**

The purpose of this Memorandum of Understanding (MOU) is to describe and make explicit the agreement between the San Mateo County Behavioral Health and Recovery Services Division and San Bernardino County Department of Behavioral Health regarding the [Cannabis] Decoded Campaign.

1. Background Information

By allowing partner jurisdictions to use the Cannabis Decoded messages, San Mateo County will be able to extend its messaging reach to other areas where San Mateo County community members may work, attend school, worship, visit family/friends, etc. The extension of the message also contributes to the community norm change we seek so that more cannabis prevention messages are placed to counter the pro-cannabis messages throughout the region.

2. Term and Termination

2.1 Term

The MOU shall be effective immediately upon signature and be granted for a term of 3 years.

2.2 Amendment/Modification Process

All subsequent modifications or amendments shall be in writing and signed by the parties.

2.3 Termination

This MOU may be terminated by either party at any time without a requirement of good cause upon thirty (30) days' written notice to the other party.

3. Purpose

San Bernardino County Department of Behavioral Health (herein "Participating County") enters into a cooperative and reciprocal agreement with San Mateo County Behavioral Health and Recovery Services (herein "Licensor") for non-exclusive license rights to materials, media and other assets related to the [Cannabis] Decoded Campaign (herein "Campaign").

3.1 Property Modifications and Fidelity to Campaign

All Campaign activities, materials, and content must be consistent with the approved Campaign strategy and brand guidelines. To ensure fidelity to the Campaign, the Participating County may only develop or augment Campaign assets (to include, but not limited to: trainings, written content, digital assets, etc.) through the approved Communications Vendor

identified by the Licensor, which is currently The Social Changery (herein "the Communications Vendor").

3.2 Reciprocal Usage

The Participating County agrees that any Campaign assets created under the terms of this agreement will be made available in their entire and original form to the Licensor.

3.3 Geographical Restrictions

For use by the Participating County within said county boundaries, with the note that some media purchasing may fall outside of County boundaries due to the nature of the media designated market area (DMA).

3.4 Communication with Licensor

Participating County agrees to provide reporting to Licensor on Campaign dissemination and outreach activities as requested by the Licensor (on no more than a quarterly basis). Participating County may provide these updates directly to Edith Cabuslay at ecabuslay@smcgov.org or another designated point of contact as identified by the Licensor or by contracting these communications to occur through the Communications Vendor identified by the Licensor

4. Contact Information

The following is contact information of the persons responsible from each party/entity for the completion and maintenance of this MOU:

4.1 San Mateo County Behavioral Health and Recovery Services Division

Name: Edith Cabuslay, MPH
Address: San Mateo County Health Promotion Unit
Behavioral Health and Recovery Services Division
310 Harbor Blvd., Building E
Belmont, CA 94002
Telephone: 650-573-2227
Facsimile:
Email: ecabuslay@smcgov.org

4.2 Participating County

Name: Dr. Veronica Kelley, DSW, LCSW
Address: 303 E. Vanderbilt Way
San Bernardino, CA 92415-0026
Telephone: 909-388-0801
Facsimile:
Email: VKelley@dbh.sbcounty.gov

~ Signature page to follow ~

Effective Date and Signatures:

This MOU shall be effective upon the signature of the San Mateo County Behavioral Health and Recovery Services and San Bernardino County Department of Behavioral Health authorized officials. San Mateo County Behavioral Health and Recovery Services Division and the Participating County indicate agreement with this MOU by their signatures.

Signatures and dates:

SAN MATEO COUNTY:

*Scott Gilman, Director
San Mateo County Behavioral Health & Recovery
Services Division*

Date

*Edith Cabuslay, Manager
San Mateo County Behavioral Health & Recovery
Services Division/Community Health Promotion Unit*

Date

SAN BERNARDINO COUNTY:

*Veronica Kelley, Director
San Bernardino County Department of Behavioral
Health*

Date



*Dawn Martin, Deputy County Counsel
San Bernardino County*



Date