



APRIL 16, 2026

Creative Services Contract

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bhsoc.ca.gov



The Commission will use the Creative Services Contractor for the following work this year:

- Design and publication of the biennial full service partnership report to the Legislature;
- Design and publication of the Commission's Annual Report;
- Other creative services for billable hours such as copyediting, content creative, design and visual communications, video and multimedia production, and brand management; and
- Facilitation of statewide focus groups with community members, providers, and counties to assess and analyze the effectiveness of the BHSA Community Planning Process.

Program 11 demonstrated:

- Experience partnering with government agencies and mission-driven organizations;
- Expertise in behavioral health, public health, or related fields;
- Ability to translate complex information into clear, accessible communications;
- Strong capabilities in design, writing, video production, and brand strategy;
- A collaborative, responsive working style suited to long-term partnership; and
- Capacity to manage multiple concurrent projects with shifting priorities.

Motion

That the Legislative and External Affairs Advisory Committee recommend that the full Commission approve a contract with Program 11 up to \$135,000 for FY 26-27 to support creative services and facilitation of summer focus groups focused on the Behavioral Health Services Act (BHSA) Community Planning Process.