

Executive Summary

Request for Expenditure Authorization

Both the Budget and Fiscal Advisory Committee and the Legislative and External Affairs Advisory Committee reviewed and approved the request to consider up to \$135,000 in Fiscal Year 26-27 operations funds for research and design consulting and support with Program 11. This contract would include:

- An evaluation of the Behavioral Health Services Act (BHSA) Community Planning Process through focus groups;
- Design support for the 2026 Full Service Partnership Report to the Legislature and 2026 annual report;
- And hourly creative services for ad hoc projects.

Background and Procurement Summary

The Commission did an informal procurement process for this contract and issued a request for bids to 27 organizations. The Commission received four proposals. Of those, Program 11 scored highest based on:

- Experience partnering with government and working in behavioral health
- Ability to translate complex information for the public
- Strong creative capabilities across multiple formats
- Collaborative approach; and
- Capacity to manage multiple concurrent projects.

Program 11 is a Los Angeles–based, research-first content and creative agency providing research, messaging, content, and creative support. They are majority women-owned and have worked with government and public-facing partners, including CalABLE, as well as organizations like Headspace and Providence Health, and institutions like UCLA.

The Commission has held multiple creative services contracts with multiple partners over the years. Since 2020, it has contracted with Program 11 on key work, including designing multiple policy reports, researching and executing the post–Proposition 1 rebrand, creating the Community Partner Toolkit, and more.

Budget and Fiscal Advisory Motion Summary

April 16, 2026, Budget and Fiscal Advisory Meeting

The meeting was on Zoom, via teleconference, and held at the BHSOAC headquarters, located at 1812 9th Street, Sacramento, California 95811.

Present In Person (0)

Present Remotely (4)

Assembly Designee Pulmano
Commissioner Contreras
Commissioner Rowlett
Commissioner Wilkes

Absent (3)

Commissioner Bunch
Commissioner Carnevale
Commissioner Gordon

Proposed Motion

That the Budget and Fiscal Advisory Committee recommend that the full Commission approve a contract with Program 11 up to \$135,000 for FY26-27 to support creative services and facilitation of summer focus groups focused on the Behavioral Health Services Act (BHSA) Community Planning Process.

Commissioner making the motion

Assembly Designee Pulmano

Commissioner seconding motion

Commissioner Wilkes

Motion carried

Yes

Per roll call votes as follows:

Commissioners voting yes, total 4:

Commissioners Wilkes, Assembly Designee Pulmano, Vice Chair Contreras, and Chair Rowlett

Commissioners voting no, total 0: None

Commissioners absent, total 3: Commissioner Bunch; Commissioner Carnevale, and Commissioner Gordon

Legislative and External Affairs Advisory Motion Summary

April 16, 2026, Legislative and External Affairs Advisory Committee Meeting

The meeting was on Zoom, via teleconference, and held at the BHSOAC headquarters, located at 1812 9th Street, Sacramento, California 95811.

Present In Person (4)

Commissioner Bontrager
Commissioner Callan
Commissioner Larsen
Commissioner Mitchell

Present Remotely (1)

Commissioner Fairweather

Absent (3)

Commissioner Hill
Commissioner Southard
Commissioner Thomas-Beckett

Proposed 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 FY26-27 to support creative services and facilitation of summer focus groups focused on the Behavioral Health Services Act (BHSA) Community Planning Process.

Commissioner making the motion

Commissioner Callan

Commissioner seconding motion

Commissioner Larsen

Motion carried

Yes

Per roll call votes as follows:

Commissioners voting yes, total 5:

Commissioners Fairweather, Commissioner Larsen, Commissioner Mitchell, Vice Chair Callan, and Chair Bontrager

Commissioners voting no, total 0: None

Commissioners absent, total 3: Commissioner Hill; Commissioner Southard, and Commissioner Thomas-Beckett