



# Monterey County

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

## Board Report

File Number: A 22-328

Agenda Date: 6/21/2022

Version: 1

Status: Agenda Ready

In Control: Board of Supervisors

File Type: BoS Agreement

- a. Approve and authorize the Director or Assistant Director of the Department of Social Services to sign an agreement with TMD Creative for the provision of outreach, marketing, website design, and technical assistance services in the amount of \$165,390 for the period of July 1, 2022 through June 30, 2023; and
- b. Authorize the Director or Assistant Director of the Department of Social Services to sign up to three (3) amendments to this Agreement where the total amendments do not exceed 10% (\$16,539) of the contract amount and do not significantly change the scope of work.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Director or Assistant Director of the Department of Social Services to sign an agreement with TMD Creative for the provision of outreach, marketing, website design, and technical assistance services in the amount of \$165,390 for the period of July 1, 2022 through June 30, 2023; and
- b. Authorize the Director or Assistant Director of the Department of Social Services to sign up to three (3) amendments to this Agreement where the total amendments do not exceed 10% (\$16,539) of the contract amount and do not significantly change the scope of work.

### SUMMARY/DISCUSSION:

This Agreement with TMD Creative supports three areas of the Department of Social Services customer facing websites and outreach efforts: 1) Family and Children's Services FCS MC website to recruit Foster Care/Adoptive Caregivers; 2) Child Abuse Prevention Council (CAPC) to provide outreach and awareness within the community about child abuse and neglect, including education and mandated reporter trainings; and 3) Community Benefits MC-CHOICE website serves to provide public assistance applicants and customers with information about program benefits as well as customer rights and responsibilities.

### OTHER AGENCY INVOLVEMENT:

The Auditor-Controller and Purchasing have reviewed and approved this Agreement. County Counsel has approved the Agreement as to form.

### FINANCING:

This agreement is funded by state Office of Child Abuse Prevention (OCAP) funding, Social Services federal and state revenues, and realignment revenues. Sufficient appropriations and estimated revenues in Social Services Budget 001-5010-SOC005 are included in the FY 2022-23 Recommended Budget.

**BOARD OF SUPERVISORS STRATEGIC INITIATIVES:**

This Agreement correlates to the Administration and Health & Human Services Strategic Initiatives adopted by the Board of Supervisors by allowing the Department to better communicate with the community about public assistance and FCS MC programs. These programs provide services which enhance the lives of foster youth and low-income households.

Mark a check to the related Board of Supervisors Strategic Initiatives

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by: Rene Kausin, Management Analyst II, x4737



Approved by: Lori A. Medina, Director, x4430

Attachments: Agreement

Proposed agreement is on file with Clerk of the Board as an attachment to this Board Report.