



# Monterey County

**Item No.**

## Board Report

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

**Legistar File Number: A 22-178**

**May 10, 2022**

**Introduced:** 4/14/2022

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** BoS Agreement

Approve and authorize the Director of Health or the Assistant Director of Health to sign Amendment No. 4 to the Agreement with HWW, Inc., DBA Ad Club (Ad Club), for the provision of recruitment advertising services, extending the agreement by two years and adding \$80,000 for a revised amount not to exceed \$255,000 and for the revised full term of February 1, 2017 through January 31, 2025.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Approve and authorize the Director of Health or the Assistant Director of Health to sign Amendment No. 4 to the Agreement with HWW, Inc., DBA Ad Club (Ad Club), for the provision of recruitment advertising services, extending the agreement by two years and adding \$80,000 for a revised amount not to exceed \$255,000 and for the revised full term of February 1, 2017 through January 31, 2025.

SUMMARY/DISCUSSION:

The Monterey County Health Department remains committed to Equal Employment Opportunity which includes recruitment and selection processes utilizing a broad outreach for large candidate pools. Ad Club has been instrumental in outreach efforts for ensuring diverse applicants are notified of open recruitments at the Health Department.

In 2021, the Health Department had a total of approximately 30 open recruitments. During that same time period, the Department received approximately 1,630 applications in response to recruitment efforts. Of the applications received, approximately 77% were female and 69% were from people of color. The data shows the efforts made by the Health Department to attract applicants from diverse backgrounds has been very effective.

This work supports the Monterey County Health Department 2018-2022 Strategic Plan Goal: 4. Engage MCHD workforce and improve operational functions to meet current and developing population health needs. It also supports one of the ten essential public health services, specifically: 8. Assure competent public and personal health care workforce.

OTHER AGENCY INVOLVEMENT:

The Office of the County Counsel, and the Auditor-Controller have reviewed and approved this Agreement as to form, and fiscal provisions, respectively.

FINANCING:

Appropriations are included in the Health Department's (HEA014 8438) FY 2021-22 Adopted Budget and will be included in the FY 2022-23 and FY 2023-24 Requested Budgets.

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BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

Infrastructure:


- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

Prepared by: Cynthia Girard-Berry, Department HR Manager, 755-4547

Approved by:

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Date: 4/22/2022 | 11:30 AM PDT

Elsa Mendoza Jimenez, Director of Health, 755-4526

Attachments:

Amendment No. 4

Amendment No. 3

Amendment No. 2

Amendment No. 1

Agreement