



# County of Monterey

## Item No.22

### Board Report

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

**Legistar File Number: A 24-183**

April 30, 2024

**Introduced:** 4/16/2024

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** BoS Agreement

- a. Approve and authorize the Contracts Purchasing Officer or designee to execute an Amendment No. 1 to the Non-standard Agreement with Meltwater, for media monitoring software subscription services for the County's Laguna Seca Recreational Area or WeatherTech® Raceway, with no change in term through November 30, 2025, and increasing the contract amount by \$32,500 for a revised not to exceed amount of \$92,500; and,
- b. Authorize the Contracts Purchasing Officer or designee to sign future amendments that do not significantly change the scope of work and do not cause an increase of more than 10% (\$9,250) of the revised contract amount, not to exceed maximum of \$101,750.

#### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Contracts Purchasing Officer or designee to execute an Amendment No. 1 to the Non-standard Agreement with Meltwater, for media monitoring software subscription services for the County's Laguna Seca Recreational Area or WeatherTech® Raceway, with no change in term through November 30, 2025, and increasing the contract amount by \$32,500 for a revised not to exceed amount of \$92,500; and,
- b. Authorize the Contracts Purchasing Officer or designee to sign future amendments that do not significantly change the scope of work and do not cause an increase of more than 10% (\$9,250) of the revised contract amount, not to exceed maximum of \$101,750.

#### SUMMARY/DISCUSSION:

Meltwater is a media intelligence software company empowering governments and organizations with a suite of high-level analytic solutions that spans media monitoring, journalist outreach, and social media management in a consolidated platform.

The application provides robust analytics in real-time that can help guide county messaging decisions, measure sentiment on any number of issues the County is facing, as well as provide highly strategic reporting that can help guide communications strategies across the organization. Services provided as part of this contract include global key-word searches, comprehensive monitoring, platform dashboards, custom alerts, newsletter platform, newsroom integration with website, media relations management, social media engagement management, mobile analytics, sentiment analysis, and consulting support.

Approval of the recommended action would secure vendor services for the County's Laguna Recreational Area or WeatherTech® Raceway (WRLS).

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OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed the agreement as to form. The Auditor-Controller's Office reviewed the agreement but does not agree to the non-standard payment provisions.

FINANCING:

The additional cost for the Meltwater service to WRLS will be directly billed to and paid for by WRLS, not exceeding the requested increase in the contract amount of \$32,500 which will be financed by Laguna Seca Recreation Area Fund 453, Appropriation Unit PFP067 using its available budget for FY2023-2024. Any future year's costs for WRLS services will be covered by the adopted budget for the specific fiscal years or will be billed accordingly under the new Concession agreement between the County and the new Concession Contractor, whichever party is responsible for the WRLS operations.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action aligns with the Board's Administrative Initiative to promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

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

Prepared by: Karina Bokanovich, Management Analyst  
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Approved by: Debbie Paolinelli, Assistant County Administrative Officer  
Randell Ishii, MS, PE, TE, PTOE, Director of Public Works, Facilities and Parks  
Ryan Bell, Administrative Operations Manager (Monterey County Representative for Laguna Seca Recreational Area)

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Attachments:  
Amendment 1 to Non-standard Agreement with Meltwater