



County of Monterey

Item No.

Board Report

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

Legistar File Number: 23-527

June 27, 2023

Introduced: 6/8/2023

Current Status: Agenda Ready

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Matter Type: General Agenda Item

- a. Approve and authorize the Executive Director of the Monterey County Workforce Development Board (MCWDB) to execute Amendment No. 1 with Pat Davis Design Group, Inc., to design and produce outreach and other communication-related materials, effective July 1, 2022, through June 30, 2024, in an aggregate amount not to exceed \$79,975; and
- b. Authorize the Executive Director of the MCWDB the option to extend the Agreement in writing by one additional year, subject to County Counsel review, so long as the amendment does not exceed 10% (\$7,998) and does not substantially change the scope of work, not to exceed a maximum of \$87,973

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Executive Director of the Monterey County Workforce Development Board (MCWDB) to execute Amendment No. 1 with Pat Davis Design Group, Inc., to design and produce outreach and other communication-related materials, effective July 1, 2022, through June 30, 2024, in an aggregate amount not to exceed \$79,975; and
- b. Authorize the Executive Director of the MCWDB the option to extend the Agreement in writing by one additional year, subject to County Counsel review, so long as the amendment does not exceed 10% (\$7,998) and does not substantially change the scope of work, not to exceed a maximum of \$87,973

SUMMARY:

Background

The MCWDB was awarded federal Workforce Investment and Opportunity (WIOA) funds to provide employment services and occupational skills training to adults, dislocated workers, and youth. To provide effective outreach to community members who need and will benefit from these services, the MCWDB has executed an Agreement with Pat Davis Design Group to design and produce WIOA-compliant outreach and other communication-related materials with information on programs, services, and activities that meet the needs of job seekers and employers.

Request for Qualifications Process

On June 23, 2022, Pat Davis Design Group (PDDG) was approved by the MCWDB to produce communication materials and templates in English and Spanish following its selection through a regional Request for Qualifications (RFQ) process conducted earlier in 2022 to identify a consultant pool for local and regional WIOA services for the workforce development boards of Monterey, Santa Cruz, and San Benito counties. Based on the recommendation of the Selection Committee, the MCWDB approved an Agreement for development of communication materials to be executed with PDDG for

up to a three-year period, after which the MCWDB will need to conduct a new RFQ process for regional, WIOA-related services.

Delegation of Contracting Authority

On April 24, 2018, the Board of Supervisors had concurred in the MCWDB's April 4, 2018 delegation of contracting authority to the Executive Director to sign WIOA and non-WIOA funded contracts, subject to a \$45,000 cap, prior County Counsel review and other limitations.

Based on the delegation of contracting authority to the MCWDB Executive Director, the MCWDB entered into an Agreement with PDDG to commence effective July 1, 2022 and end on June 30, 2023, for an amount not to exceed \$44,975, for the design and production of outreach and communication-related materials.

DISCUSSION:

Because the amount of the Agreement as amended would exceed the limit of the Executive Director's delegated authority, the Executive Director is requesting approval and authorization to sign Amendment No. 1 to the Agreement with Pat Davis Design Group that adds \$35,000 to the Agreement, for a total aggregate amount of \$79,975. PDDG was originally selected to provide outreach and communication materials based on its high-quality products, its understanding of MCWDB's outreach and communication needs, and its ability to reach MCWDB's target populations.

MCWDB is requesting to amend its communication materials Agreement with PDDG because it is in the process of implementing a strategic outreach and branding plan for its client and business services. To fully execute this plan and respond to the needs of post-pandemic job seekers and businesses, it is necessary to renew MCWDB's Agreement with PDDG to provide updated outreach/marketing templates and other communication materials, new banners, and updated signage for all locations.

These outreach and other communication-related materials contribute greatly to MCWDB's ability to reach new customers as well as to expand and improve its service delivery to job seekers, employers, and other community members. This expenditure is consistent with the FY 2023-24 budget approved by the MCWDB on June 22, 2023.

The Board is also asked to authorize the Executive Director of the MCWDB to sign one additional renewal of the proposed Agreement, with an increase not to exceed \$7,997.50, for a maximum Agreement amount not to exceed \$87,973.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed the proposed Agreement as to form.

FINANCING:

The Board's approval of the proposed communication materials Amendment No. 1 with PDDG will have no impact on the Monterey County General Fund. WIOA Adult, Dislocated Worker, and Youth funding, in an amount not to exceed \$79,975, will be used to fund the Agreement. Sufficient appropriations are included in the Recommended Budget for FY 2023-24, Fund 021, Appropriations Unit CAO030, Department 1050, Unit 8478.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Authorizing the Executive Director of the MCWDB to execute Amendment No. 1 to the Agreement for outreach and communication materials will help the MCWDB to connect job seekers, employers, and other community members to the employment resources they need, resulting in the training and hiring of additional workers and ultimately to economic prosperity for Monterey County's residents and businesses.

- √ 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.

Prepared by: Elizabeth Kaylor, Management Analyst III, 5385

Approved by: Christopher Donnelly, Executive Director, 6644



ATTACHMENTS:

2022-23 PDDG Communication Materials Agreement

2022-24 PDDG Communication Materials Amendment No. 1