

MEMORANDUM

TO: Workforce Development Board Executive Committee

FROM: Christopher Donnelly

SUBJECT: Approval to Amend Outreach and Communication
Materials Agreement with Pat Davis Design Group

DATE: June 12, 2025

RECOMMENDATION:

It is recommended that the Executive Committee approves amending the existing agreement with Pat Davis Design Group (PDDG) to design and provide outreach and other communication-related materials to the Monterey County Workforce Development Board (MCWDB) in the amount of \$45,000 for the period from July 1, 2025 through June 30, 2026.

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 and two annual amendments with PDDG 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.

PDDG was originally selected in 2018 through a Request for Proposals (RFP) process to host two websites – MCWDB's primary website and a regional website; the website agreement was approved by the Board of Supervisors to continue PDDG's hosting services from July 1, 2021 until June 30, 2024, with two additional, annual renewals. PDDG was also selected through a 2022 RFQ process 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.

PDDG developed and implemented an Internal Communications Plan and an External Communications / Outreach Plan for MCWDB as part of Renewal and Amendment No. 2 to PDDG's agreement with MCWDB for outreach and communications-related materials. Both the internal and external plans involve use of MCWDB's website to facilitate communication with MCWDB's stakeholders, including its WIOA Adult, Dislocated Worker, and Youth service providers, local employers, the broader workforce system, and the public.

DISCUSSION:

MCWDB is requesting to amend its outreach and communications materials agreement with PDDG for an additional year to add \$45,000 for the period from July 1, 2025 through June 30, 2026, which will serve to align the term of this agreement with the term of the website agreement. It is anticipated that MCWDB will release an RFP in early 2026 to procure a website host with the capability to provide ongoing adjustments to MCWDB's Internal and External Communications / Outreach plans.