



Monterey County

Item No.

Board Report

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

Legistar File Number: A 22-273**June 07, 2022****Introduced:** 5/24/2022**Current Status:** Agenda Ready**Version:** 1**Matter Type:** BoS Agreement

Approve and authorize the Contracts/Purchasing Officer, or designee, to execute an Agreement for ARPA ParkIT for Big Sur Land Trust to perform all tasks necessary to develop a planning strategy in Monterey County, for the period of six (6) months, for the term June 7, 2022, through November 30, 2022, for a total amount not to exceed \$25,000.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Approve and authorize the Contracts/Purchasing Officer, or designee, to execute an Agreement for ARPA ParkIT for Big Sur Land Trust to perform all tasks necessary to develop a planning strategy in Monterey County, for the period of six (6) months, for the term June 7, 2022, through November 30, 2022, for a total amount not to exceed \$25,000.

SUMMARY/DISCUSSION:

On June 2, 2021, the Board approved ARPA funding allocation for Economic Recovery for Countywide Business Retention and Hospitality/Tourism support. The remaining allocated amounts subject to these agreements is estimated at \$4.8 million of which \$3 million is allocated for Countywide Business Retention. In total the County has allocated \$9.6 million in ARPA funds towards economic endeavors which are required to be utilized within the next three years or be subject to return.

The ParkIT! Project is looking to better understand public perception of the initiative to inform next steps for effectively communicating with audiences throughout Monterey County. We propose a proactive digital and in-person research strategy to define and better understand the initiative's audiences and identify the best strategies for relevant, respectful, and effective communications. Our approach is crafted to lay a solid foundation for longer-term countywide engagement as the initiative moves forward.

This proposal begins with a multifaceted Research and Analysis effort that is designed to reveal target audiences' existing perception of ParkIT and the greatest opportunities for increasing engagement with ParkIT; improving understanding of ParkIT's mission and plans; and providing a foundation from which to recommend effective and appropriate communications practices for ParkIT. This agreement would allow for the ParkIT initiative to conduct this work and provide a comprehensive report for County purposes.

This agreement is for a period of six (6) months, for the term June 7, 2022, through November 30, 2022, in an amount not to exceed \$25,000.

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The American Rescue Plan Act provides funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors strategic initiatives.

The ARPA ParkIT Agreement/Scope of Services provide the detailed services, programs, and performance measures.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has approved this Agreement as to form.

FINANCING:

Funds for the ARPA Economic Recovery Agreements, in the cumulative amount of \$25,000, have been included in the FY 2021-22 Adopted Budget, Fund 001, Department 1050, Unit 8514.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The American Rescue Plan Act funding for Countywide Business Retention will provide programs and services that support the Board approved strategic initiatives.

X Economic Development

__ Administration

X Health & Human Services

X Infrastructure

X Public Safety

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Approved by: Dewayne Woods, Assistant County Administrative Officer, ext. 5309

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Attachments: ARPA Economic Recovery ParkIT Agreement; ARPA Economic Recovery ParkIT Exhibit A; ARPA Economic Recovery ParkIT Exhibit B