



Monterey County

Item No.

Board Report

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

Legistar File Number: A 21-326

June 22, 2021

Introduced: 6/8/2021

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the Director of the Department of Social Services to sign Amendment #2 to the agreement with TMD Creative for marketing services for the Child Abuse Prevention Council (CAPC) by adding \$25,000 for a total contract amount of \$140,500 with no change to the contract term of July 1, 2020 through June 30, 2021; and
- b. Authorize the Director of the Department of Social Services to sign up to three (3) amendments to this Agreement where the total amendments do not exceed 10% (\$14,050) of the contract amount, and do not significantly change the scope of work.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Director of the Department of Social Services to sign Amendment #2 to the agreement with TMD Creative for marketing services for the Child Abuse Prevention Council (CAPC) by adding \$25,000 for a total contract amount of \$140,500 with no change to the contract term of July 1, 2020 through June 30, 2021; and
- b. Authorize the Director of the Department of Social Services to sign up to three (3) amendments to this Agreement where the total amendments do not exceed 10% (\$14,050) of the contract amount, and do not significantly change the scope of work.

SUMMARY/DISCUSSION:

This Agreement with TMD Creative supports two of the Department of Social Services' customer facing websites for Community Benefits and Family & Children Services. The MC-Choice website serves to provide Public Assistance applicants and customers with information about program benefits as well as customer rights and responsibilities. The purpose of the Family-to-Family website is to recruit Foster Care/Adoptive Caregivers. The remaining services are providing support to the Child Abuse Prevention Council for rebranding and this Amendment provides marketing services on outreach and awareness within the community about child abuse and neglect, including education and mandated reporter trainings.

OTHER AGENCY INVOLVEMENT:

The Auditor-Controller and Purchasing have reviewed and approved this agreement. County Counsel has approved the agreement as to form.

FINANCING:

This agreement is funded by multiple funding streams. MC-Choice services will be funded with Social Services Federal/State revenues and County General Fund Contributions. The Family-to-Family services will be funded with Social Services Federal and realignment revenues. The child abuse prevention and CAPC services will be funded through Realignment funds and CAPC Fund balance. Sufficient appropriations and estimated revenues in SOC005 are included in the FY 2020-21 Adopted Budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This Agreement correlates to the Administration and Health & Human Services Strategic Initiatives adopted by the Board of Supervisors by allowing the Department to better communicate with the community about public assistance and Family-to-Family programs. These programs provide services which enhance the lives of foster youth and low-income households.

Mark a check to the related Board of Supervisors Strategic Initiatives

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

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Becky Cronin For Lori A. Medina

Approved by: Lori A. Medina, Director, x4430

Attachments: Original Agreement
Amendment #1
Proposed Amendment #2

The proposed agreement is on file with Clerk of the Board as an attachment to this Board Report