



County of Monterey

Board Report

Legistar File Number: A 24-391

Item No.

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

August 13, 2024

Introduced: 7/29/2024

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the Director of the Emergency Communications Department to sign a nonstandard agreement with National CineMedia, LLC. for recruitment advertising in movie theaters for a term of August 19, 2024 to August 17, 2025 in an amount not to exceed \$16,400;
- b. Approve the non-standard terms and conditions pursuant to the recommendation of the Director of Emergency Communications Department; and
- c. Authorize the Director of the Emergency Communications Department to sign up to three (3) amendments to this agreement where amendments do not exceed 10% (\$1,640) of the original agreement amount, do not significantly change the scope of work and do not alter the non-standard terms.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Director of the Emergency Communications Department to sign a nonstandard agreement with National CineMedia, LLC. for recruitment advertising in movie theaters for a term of August 19, 2024 to August 17, 2025 in an amount not to exceed \$16,400;
- b. Approve the non-standard terms and conditions pursuant to the recommendation of the Director of Emergency Communications Department; and
- c. Authorize the Director of the Emergency Communications Department to sign up to three (3) amendments to this agreement where amendments do not exceed 10% (\$1,640) of the original agreement amount, do not significantly change the scope of work and do not alter the non-standard terms.

SUMMARY/DISCUSSION:

Through this agreement, National CineMedia, LLC will advertise for Emergency Communications Dispatcher position vacancies in all three of their movie theaters in Monterey County. The three theaters are: Century Marina and XD in Marina, Monterey 13 in Monterey, and Century 14 Northridge Mall in Salinas. The 15 second recruiting advertisement will run in every theater before every movie and the advertisement also will run approximately 4 times per hour in lobby screens in each theater. This is an innovative way to reach potential applicants who may not be aware of this job or have not considered this type of work.

As of July 24, 2024, the Department has 12 vacant dispatcher positions out of 56 authorized positions. These vacancies result in a significant overtime burden on staff. The Department currently builds

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dispatcher schedules with 16 hours of built in overtime each pay period and may mandatory up to another 20 hours each pay period with a cap of 36 mandatory hours per pay period.

The Department has updated its training program to hire in smaller groups every two months and promote entry level dispatchers within one year so they start working productive hours sooner and receive higher pay. This has increased retention with six promotions calendar year to date which is a 50% increase from the prior year. The Department expects that this advertising agreement will create a continuous string of applicants for this new training program.

The Department's recruiting tagline in the advertisement is "9-1-1 Will You Answer the Call?" which is taken from the recruitment toolbox from the National Emergency Number Association that was specifically created to help agencies address the nationwide dispatcher staffing shortage. The video is also available to be viewed on the Department's Career's page here:
<https://www.countyofmonterey.gov/government/departments-a-h/emergency-communications-911/careers>

OTHER AGENCY INVOLVEMENT:

County Counsel and the Auditor-Controller have reviewed and approved this agreement as to legal form and fiscal provisions, respectively. Contracts/Purchasing has reviewed this agreement.

FINANCING:

The cost for this agreement is included in the Emergency Communications Department FY2024-25 Adopted Budget in 028-1520-EME004. Future years' costs will be included in the respective annual budgets.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This contract meets the Board's strategic initiative for Public Safety, by assisting with recruitment efforts to fill vacant Emergency Communications Dispatcher positions who answer 9-1-1 calls and dispatch emergency police and fire personnel.

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

Prepared by: John Vaught, Finance Manager, x8883

Approved by:

DocuSigned by:


7/31/2024 | 10:10 AM PDT

Lee Ann Magoski, Emergency Communications Director, x8880

Attachments:

Agreement
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