



# County of Monterey

Item No.

## Board Report

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

Legistar File Number: 25-551

August 05, 2025

Introduced: 7/24/2025

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

Authorize the Executive Director of the Monterey County Workforce Development Board (MCWDB) to sign Renewal and Amendment No. 3 to the Agreement with Pat Davis Design Group, Inc., for design and production of outreach and other communication-related materials, extending the Agreement for an additional one (1) year period (retroactively, from July 1, 2025 through June 30, 2026) for a revised full Agreement term of July 1, 2022, through June 30, 2026, and adding \$45,000 for a revised total Agreement amount not to exceed \$212,948.

### **RECOMMENDATION**

It is recommended that the Board of Supervisors authorize the Executive Director of the Monterey County Workforce Development Board (MCWDB) to sign Renewal and Amendment No. 3 to the Agreement with Pat Davis Design Group, Inc., for design and production of outreach and other communication-related materials, extending the Agreement for an additional one (1) year period (retroactively, from July 1, 2025 through June 30, 2026) for a revised full Agreement term of July 1, 2022, through June 30, 2026, and adding \$45,000 for a revised total Agreement amount not to exceed \$212,948.

### **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 (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.

#### **Request for Qualifications Process**

On June 23, 2022, PDDG was approved by the MCWDB to produce WIOA-compliant 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.

#### **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.

On June 27, 2023, the Board of Supervisors approved the MCWDB Executive Director to execute Amendment No. 1 with PDDG in the amount of \$35,000, which increased the total amount of the Agreement to an aggregate amount of \$79,975 for the period from July 1, 2022, through June 30, 2024, and authorized the Executive Director to extend the Agreement an additional year, for a total aggregate amount not to exceed \$87,973.

On September 10, 2024, Renewal and Amendment No. 2 to the PDDG Agreement was executed in the amount of \$87,973 to develop and implement an Internal Communications Plan and an External Communications / Outreach Plan for the MCWDB that provided updated outreach/marketing templates and other communication materials, new banners, and updated signage for all locations.

PDDG also has an agreement with the MCWDB for website hosting, which was approved by the Board of Supervisors on August 31, 2021, retroactive to July 1, 2021, for a three-year period with up to two annual renewals. Both the MCWDB's internal and external communication plans use this website to facilitate communication with the MCWDB's stakeholders, including its WIOA Adult, Dislocated Worker, and Youth services providers, local employers, the broader workforce system, and the public.

#### **DISCUSSION:**

The MCWDB website agreement with PDDG will expire on June 30, 2026, and will require a new RFP process to be conducted in early 2026. At that time, the MCWDB anticipates identifying a website host with the capability to provide ongoing adjustments to the MCWDB's internal and external communication plans. The MCWDB is requesting a one-year extension to its communication materials Agreement with PDDG to align the term with its website hosting agreement. The MCWDB approved the PDDG Communication Materials Renewal and Amendment No. 3 at its meeting on June 26, 2025.

#### **OTHER AGENCY INVOLVEMENT**

County Counsel has approved the proposed Agreement.

#### **FINANCING**

The Board's approval of the proposed communication materials Renewal and Amendment No. 3 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 \$212,948, will be used to fund the Agreement and is budgeted in Fund 021, Appropriations Unit CAO030, Department 1050, Unit 8478.

#### **BOARD OF SUPERVISORS STRATEGIC INITIATIVES**

Authorizing the Executive Director of the MCWDB to execute this Renewal and Amendment No. 3 to

the Agreement with PDDG 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.

- R      Economic Development - Through collaboration, strengthen economic development to ensure a diversified and healthy economy.
- R      Administration - Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.
- R      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  
Recommended by: Chris Donnelly, Executive Director

Attachments:

Board Report

2022-23 PDDG Communication Materials Agreement

2022-24 PDDG Comm. Matls. Amendment No. 1

2022-25 PDDG Comm. Matls. R&A No. 2

2022-26 PDDG Comm. Matls. R&A No. 3