



County of Monterey

Item No.

Board Report

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

Legistar File Number: A 24-457

October 01, 2024

Introduced: 9/19/2024

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

Approve and authorize the Director of Health Services or designee to execute Amendment No. 5 to the Agreement with HWW, Inc., DBA Ad Club (Ad Club), for the provision of recruitment advertising services, adding \$21,500 for a revised total Agreement amount not to exceed \$276,500.

RECOMMENDATION:

It is recommended that the County of Monterey Board of Supervisors:

Approve and authorize the Director of Health Services or designee to execute Amendment No. 5 to the Agreement with HWW, Inc., DBA Ad Club (Ad Club), for the provision of recruitment advertising services, adding \$21,500 for a revised total Agreement amount not to exceed \$276,500.

SUMMARY/DISCUSSION:

The County of Monterey Health Department remains committed to Equal Employment Opportunity which includes recruitment and selection processes utilizing a broad outreach for large candidate pools. Ad Club has been instrumental in outreach efforts for ensuring diverse applicants are notified of open recruitments at the Health Department.

In 2021, the Health Department had a total of approximately 30 open recruitments. During that same time period, the Department received approximately 1,630 applications in response to recruitment efforts. Of the applications received, approximately 77% were female and 69% were from people of color. The data shows the efforts made by the Health Department to attract applicants from diverse backgrounds has been very effective.

This work supports the County of Monterey Health Department 2018-2024 Strategic Plan Goals: 4. Engage MCHD workforce and improve operational functions to meet current and developing population health needs. It also supports one of the ten essential public health services, specifically: 8. Assure competent public and personal health care workforce.

OTHER AGENCY INVOLVEMENT:

The Office of the County Counsel and the Auditor-Controller have reviewed and approved as to legal form, non-standard provisions, and fiscal provisions, respectively.

FINANCING:

Appropriations are included in the Health Department's (HEA014 8438) FY 2024-25 Adopted Budget.

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BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

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.

Infrastructure:

- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

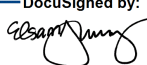
Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

Prepared by: Juanita Sanders, Management Analyst II, 755-5494

Reviewed by: Cindy Girard-Berry, Departmental HR Manager, 755-4547

Approved by:

DocuSigned by:

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Date: 9/23/2024 | 11:36 AM PDT

Elsa Mendoza Jimenez, Director of Health Services, 755-4526

Attachments:

Board Report

Amendment No. 5

Amendment No. 4

Amendment No. 3

Amendment No. 2

Amendment No. 1

Agreement