



# Monterey County

168 West Alisal Street,  
1st Floor  
Salinas, CA 93901  
831.755.5066

## Board Report

Legistar File Number: A 17-075

March 28, 2017

**Introduced:** 3/14/2017

**Version:** 1

**Current Status:** Agenda Ready

**Matter Type:** BoS Agreement

- a. Approve and authorize the Director of the Department of Social Services to sign Amendment #1 to PSA1072 with TMD Creative, adding \$54,677 retroactively effective March 1, 2017, to provide technical marketing assistance and web-site development to comply with the requirements of the Continuum of Care Reform, increasing the contract total to \$154,412 for the period of July 1, 2016 through June 30, 2017; and
- b. Authorize the Director of the Department of Social Services to sign up to three (3) additional amendments to this agreement where the total amendments do not exceed 10% (\$15,441) of the current amended 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 #1 to PSA1072 with TMD Creative, adding \$54,677 retroactively effective March 1, 2017, to provide technical marketing assistance and web-site development to comply with the requirements of the Continuum of Care Reform, increasing the contract total to \$154,412 for the period of July 1, 2016 through June 30, 2017; and
- b. Authorize the Director of the Department of Social Services to sign up to three (3) additional amendments to this agreement where the total amendments do not exceed 10% (\$15,441) of the current amended contract amount, and do not significantly change the scope of work.

### SUMMARY/DISCUSSION:

This agreement provides ongoing technical marketing assistance and web-site development for the Family-to-Family website. This includes support, maintenance and continued development of materials for Family-to-Family efforts aimed at recruiting Foster Care/Adoptive Caregivers known as Resource Parents.

The purpose of this amendment is to add \$54,677, effective March 1, 2017, to transition the Department's foster care resource parent recruitment materials and strategies to meet the requirements of the Continuum of Care Reform (CCR). This includes incorporating language, layout changes and Family-to-Family branding adjustments to outreach materials, the Family-to-Family website and internal marketing materials.

The term of this agreement is July 1, 2016 to June 30, 2017 and remains unchanged by this amendment. This amendment was delayed in being brought forward for Board consideration prior to the effective date due to contractor's delay in returning the amendment to the Department.

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 fully funded with Social Services Federal and State revenues, and Realignment funds. Sufficient appropriations and estimated revenues for SOCOO5 are included in the FY 2016- 2017 Adopted Budget. Approval of this action has no impact on the County General Fund.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This amendment correlates to the Health & Human Services Strategic Initiative adopted by the Board of Supervisors by allowing the Department to improve the quality of life for foster children by expanding the Department's ability to recruit Resource Parents while maintaining compliance with the CCR.

Check the related Board of Supervisors Strategic Initiatives:

Economic Development

Administration

Health & Human Services

Infrastructure

Public Safety

Prepared by: Daniel Bach, MA III, x3525

Approved by: Elliott Robinson, Director of Social Services, x4430

Attachments: TMD Creative Agreement 2016-17

TMD Creative Amendment #1

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