



County of Monterey

Item No.34

Board Report

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

Legistar File Number: A 25-268

July 08, 2025

Introduced: 6/11/2025

Current Status: Health Department -
Consent

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the Director of Health Services or designee to execute Amendment No. 2 to the Standard Agreement with Tovar Strategies Inc. to provide professional web design and media specialist services in the fulfillment of the approved “Rainbow Connections” Mental Health Services Act (MHSA) Innovation Plan and Mental Health Student Services Act (MHSSA) grant for a total Agreement amount not to exceed \$224,700 and for an extended term through December 31, 2027; and
- b. Approve and authorize the Director of Health Services or designee to execute up to three (3) future amendments to the agreement that do not exceed 10% (\$22,470) of the agreement amount, do not significantly change the scope of services, and do not increase the total not to exceed amount over \$247,170.

RECOMMENDATION:

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

- a. Approve and authorize the Director of Health Services or designee to execute Amendment No. 2 to the Standard Agreement with Tovar Strategies Inc. to provide professional web design and media specialist services in the fulfillment of the approved “Rainbow Connections” Mental Health Services Act (MHSA) Innovation Plan and Mental Health Student Services Act (MHSSA) grant for a total Agreement amount not to exceed \$224,700 and for an extended term through December 31, 2027; and
- b. Approve and authorize the Director of Health Services or designee to execute up to three (3) future amendments to the agreement that do not exceed 10% (\$22,470) of the agreement amount, do not significantly change the scope of services, and do not increase the total not to exceed amount over \$247,170.

SUMMARY/DISCUSSION:

The County of Monterey was awarded a Mental Health Student Services Act (MHSSA) grant from the Mental Health Services Oversight and Accountability Commission to provide mental health support services within Monterey County public schools. Tovar Strategies, Inc. was contracted to provide professional web design and media specialist services to meet the grant requirement that information about grant-funded work be publicly available on County’s website. This work will be completed by August 30, 2025.

Tovar Strategies, Inc. will continue their important role in supporting the goals of another grant-funded project, the “Rainbow Connections” Innovation Plan. The County of Monterey Behavioral Health

Bureau received approval from the Mental Health Services Oversight and Accountability Commission (MHSOAC) for this Mental Health Services Act (MHSA) Innovation Plan on May 25, 2023. This Innovation Plan aims to improve the mental health outcomes and functioning of LGBTQ youth and their families by promoting interagency communication and collaboration across youth-serving systems, and through building capacity among youth-serving adults to identify and respond affirmatively to the needs of LGBTQ youth. They will continue to provide professional web design and media specialist services to County and other “Rainbow Connections” program partners under this agreement.

This work supports the following County of Monterey Health Department 2025-2028 Strategic Plan Initiative: 2. Build community power and partners’ capacity to increase equity and improve health. It also supports one of the ten essential public health services, specifically: 7. Link people to needed personal health services and assure the provisions of health care when otherwise unavailable.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel and Auditor-Controller have reviewed and approved this agreement as to legal form, insurance, and fiscal provisions, respectively.

FINANCING:

This Amendment No. 2 is funded by Mental Health Student Services Act (MHSSA) Grant (31%) and Mental Health Services Act (MHSA) Innovation funds (69%). The funds for this Agreement are included in the Health Department Behavioral Health Bureau (HEA012, Unit 8410) FY 2024-25 Adopted Budget. The funds for this Agreement for FY 2025-26 and FY2026-27 will be included in the respective Health Department Health (HEA012, Unit 8410) FY 2025-26 and FY2026-27 Requested Budgets.

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: Ashley Schafer, Management Analyst II, 755-4924

Approved by: Elsa Mendoza Jimenez, Director of Health Services, 755-4526

Attachments:

Board Report

Amendment No. 2

Amendment No. 1

Standard Agreement