Introduced: 8/3/2026

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. 3 to the Standard Agreement with Tovar Strategies Inc. dba TMD to provide professional media specialist and outreach services for a total Agreement amount not to exceed $298,200 for the term beginning October 15, 2023 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% ($29,820) of the agreement amount, do not significantly change the scope of services, and do not increase the total not to exceed amount over $328,020.

RECOMMENDATION:

It is recommended that the Board of Supervisors:
a. Approve and authorize the Director of Health Services or designee to execute Amendment No. 3 to the Standard Agreement with Tovar Strategies Inc. dba TMD to provide professional media specialist and outreach services for a total Agreement amount not to exceed $298,200 for the term beginning October 15, 2023 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% ($29,820) of the agreement amount, do not significantly change the scope of services, and do not increase the total not to exceed amount over $328,020.

SUMMARY:

The County of Monterey currently maintains a Standard Agreement with Tovar Strategies, Inc. dba TMD Creative Inc. for the provision of professional media specialist and outreach services. TMD has provided support of this form for the County since October 15, 2023 and the County of Monterey Behavioral Health Bureau (MCBH) has maintained this collaborative relationship since then through their support of various MCBH grant-funded initiatives. MCBH has identified the need to more widely disseminate accessible, accurate information about the bureau and its resources and supports in a timely, culturally appropriate manner and in virtual spaces where community members frequently engage and will draw upon TMD's familiarity with MCBH and expertise in the digital media landscape to do so.

DISCUSSION:

The County of Monterey entered into a Standard Agreement with Tovar Strategies, Inc. dba "TMD Creative Inc." on October 15, 2023 for the provision of professional media specialist and outreach services. TMD originally provided professional web design and media specialist services to meet grant

requirements of the Behavioral Health Student Services Act (BHSSA) grant that was awarded to the County by the Behavioral Health Services Oversight and Accountability Commission (BHSOAC). TMD continued 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. They will continue to provide professional web design and media specialist services to the County throughout the term of the agreement.

Additionally, the County has identified the need to more widely disseminate accessible, accurate information about the bureau and its resources and supports in a timely, culturally appropriate manner and in virtual spaces where community members frequently engage. The focus of the support provided by TMD in supporting MCBH will be on disseminating accurate, timely, and culturally and linguistically information about available resources both ongoing and in response to community incidents and needs; program information, including eligibility criteria and alternative supports as appropriate; and initiatives and projects that are impacting the behavioral health landscape or that the Behavioral Health Bureau is engaged with.

This work supports the following County of Monterey Health Department 2025-2028 Strategic Plan Goal: 2. Build community power and partners' capacity to increase equity and improve health. It also supports the ten essential public health services, specifically: 3. Inform, educate, and empower people about health issues and 7. Link people to needed personal health services and assure the provisions of health care when otherwise unavailable.

OTHER AGENCY INVOLVEMENT:
The Office of the County Counsel and Auditor-Controller have reviewed and approved this agreement as to legal form and fiscal provisions, respectively.

FINANCING:
This Agreement is funded by Mental Health Services Act (MHSA) Innovation funds and Administrative Federal Financial Participation (FFP). The funds for this Agreement are included in the Health Department's Behavioral Health Bureau (Fund 1310, Department 400005) Fiscal Year 2026-27 Adopted Budget. The funds for this Agreement for FY 2027-28 will be included in the Health Department's Behavioral Health Bureau (Fund 1310, Department 400005) respective FY 2027-28 Requested Budgets.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:
This recommendation supports and advances the Board of Supervisors Strategic Plan Goal of Well-Being and Quality of Life by providing critical information about available County resources to the community.

Mark a check next to the related Board of Supervisors Strategic Plan Goals:

_X_ Well-Being and Quality of Life: Services: Provide service enhancements to support well-being and quality of life.
___ Sustainable Infrastructure for the Present and Future
___ Safe and Resilient Communities
___ Diverse and Thriving Economy
___ Dynamic Organization and Employer of Choice

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

Attachment(s):
Board Report
Amendment No. 3
Amendment No. 2
Amendment No. 1
Agreement