



Monterey County

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

Board Report

Legistar File Number: A 17-248

June 20, 2017

Introduced: 6/5/2017

Version: 1

Current Status: Agenda Ready

Matter Type: BoS Agreement

- a. Approve and authorize the Director of the Department of Social Services to sign an agreement with TMD Creative for \$109,964 to provide website development and technical assistance for the MC-Choice and Family-to-Family websites for the period July 1, 2017 through June 30, 2018; and
- b. Authorize the Director of the Department of Social Services to sign up to three (3) amendments to this Agreement where the total amendments do not exceed 10% (\$10,996) of the original 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 an agreement with TMD Creative for \$109,964 to provide website development and technical assistance for the MC-Choice and Family-to-Family websites for the period July 1, 2017 through June 30, 2018; and
- b. Authorize the Director of the Department of Social Services to sign up to three (3) amendments to this Agreement where the total amendments do not exceed 10% (\$10,996) of the original contract amount, and do not significantly change the scope of work.

SUMMARY/DISCUSSION:

This Agreement with TMD creative supports two Department of Social Services' customer facing websites: the MC-Choice website and the Family-to-Family website. The content of both websites is provided in Spanish and English. The Family-to-Family website's purpose is to recruit Foster Care/Adoptive Caregivers and the MC-Choice website's purpose is to provide Cal-WORKs customers with information about program benefits as well as customer rights and responsibilities.

Under this Agreement TMD Creative will provide technical marketing assistance, website design, and website maintenance to both the MC-Choice and Family-to-Family websites. TMD Creative will also develop television, radio, and print advertising for the Family-to-Family program in both Spanish and English. These commercials will be aired in December of 2017 and May of 2018 and this Agreement includes the purchase of the airtime for these advertisements.

OTHER AGENCY INVOLVEMENT:

The Auditor-Controller and Purchasing have reviewed and approved this agreement. County Counsel has approved the agreement as to form.

FINANCING:

MC-Choice services will be funded with Social Services Federal/State revenues and County General Fund Contributions. The Family-to-Family services will be funded with Social Services Federal and realignment revenues. Sufficient appropriations and estimated revenues in SOC005 are included in the FY 2017-18 Recommended Budget. There is no additional impact to the Department's County General Fund contributions.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This Agreement correlates to the Administration and Health & Human Services Strategic Initiatives adopted by the Board of Supervisors by allowing the Department to better communicate with the community about the Cal-WORKs and Family-to-Family programs. These programs provide services which enhance the lives of foster youth and Cal-WORKs customers.

Check the related Board of Supervisors Strategic Initiatives:

☐ Economic Development

☒ Administration

☒ Health & Human Services

☐ Infrastructure

☐ Public Safety

Prepared by: John Vaught, Management Analyst III, x1590

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

Attachments: TMD Creative FY2017-18

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