



Legislation Details (With Board Report)

**File #:** 21-324                      **Name:** 04.27.2021 TMD Creative  
**Type:** General Agenda Item              **Status:** Passed - Intergovernmental & Legislative Affairs Office  
**File created:** 4/13/2021              **In control:** Board of Supervisors  
**On agenda:** 4/27/2021              **Final action:** 4/27/2021

**Title:** a. Approve amendments to contract with TMD Creative for Covid pandemic crisis communication including:  
1. extending the term of contract for one additional month, from May 31, 2021 to June 30, 2021  
2. adding on-call Spanish language translation service for the months of May and June  
3. increase the total contract amount by \$82,500 from \$744,959 to \$827,459  
b. Authorize the Assistant CAO-IGLA to sign the amended contract

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Board Report, 2. 2021 Contract Extension thru June 2021, 3. Completed Board Order Item No. 25

Date	Ver.	Action By	Action	Result
4/27/2021	1	Board of Supervisors	approved - intergovernmental & legislative affairs office	Pass

a. Approve amendments to contract with TMD Creative for Covid pandemic crisis communication including:  
1. extending the term of contract for one additional month, from May 31, 2021 to June 30, 2021  
2. adding on-call Spanish language translation service for the months of May and June  
3. increase the total contract amount by \$82,500 from \$744,959 to \$827,459  
b. Authorize the Assistant CAO-IGLA to sign the amended contract

**RECOMMENDATION:**

It is recommended that the Board of Supervisors:

- a. Approve amendments to contract with TMD Creative for Covid pandemic crisis communication including:
  - 1. extending the term of contract for one additional month, from May 31, 2021 to June 30, 2021
  - 2. adding on-call Spanish language translation service for the months of May and June
  - 3. increase the total contract amount by \$82,500 from \$744,959 to \$827,459
- b. Authorize the Assistant CAO-IGLA to sign the amended contract

**SUMMARY/DISCUSSION:**

TMD Creative is a Salinas based firm which has been providing Covid 19 pandemic crisis communication assistance to the County since June of 2020, including media and messaging strategy as well as design and placement of messaging across all media platforms. TMD has been an important collaborator, working closely with the Board of Supervisors, the Ad Hoc Covid Communications Committee, the CAO, the Health Department and the County PIOs. TMD has provided a critical service in design and execution of public health messaging related to the pandemic. The initial TMD contact was for \$409,959 from June 1 to Dec 1, 2020 and covered retainer plus hard cost/media buys, This contract was extended for six months to expire May 31, 2021 in the amount of \$335,000, also covering retainer plus hard costs/media buys.

The requested Board action seeks to do two things:

1. extend the current contract for one month to the end of the current fiscal year, including retainer (\$10,000) and media buy budget \$62,500, and
2. provide on call Spanish language translation service to expedite the translation of critical public health messaging for the months of May and June (total \$10,000)

The total requested contract increase is \$82,500.

OTHER AGENCY INVOLVEMENT:

The Board of Supervisors Ad Hoc Covid Communications Committee concurs with the recommended action.

FINANCING:

The extension and modification of the TMD Creative contract will be funded with monies made available to the County from the recently approved American Recovery Plan.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

*One or two sentences explaining how this recommendation supports/advances the Board of Supervisors Strategic Initiatives. Reference to any Key Objectives and/or Milestones that are related.*

Mark a check to the related Board of Supervisors Strategic Initiatives

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

The requested contract extension will continue to enhance the County of Monterey Covid crisis communication for benefit of the public.

Prepared by: Nicholas Chiulos, Assistant CAO

Attachments:

TMD contract extension/modification proposal-April 12, 2021