

months to expire May 31, 2021 in the amount of \$335,000, also covering retainer plus hard costs/media buys. The contract was then amended/extended in April 2021 for one month to coincide with the end of the current fiscal year. In addition, two months of on-call Spanish language translation service was added as part of that short term extension..

The requested Board action seeks to amend/extend the TMD contract for an additional 6 months, from June 30, 2021 to December 31, 2021 the amount of this amendment/extension is \$385,000. This total includes a retainer of \$10,000 per month for design and consulting services and \$325,000 for media buys (hard costs). Approval of this amendment/extension would bring the total contract amount to \$1,212,459. Staff intends that the extent and term of the TMD contract will be re-evaluated once the recently approved position of County Communications Director is filled, expected to be in the late Summer/early Fall time frame. Funding for both the Communications Director position and the TMD contract amendment/extension are subject to final approval of the FY 21-22 County budget.

OTHER AGENCY INVOLVEMENT:

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

FINANCING:

Funding for the TMD contract amendment/extension was included in the FY 21-22 recommended budget presented to the Board of Supervisors at budget hearings held on June 2 and 3, 2021 and is subject to final approval of the County budget by the Board of Supervisors.

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 proposal June 10, 2021