



# County of Monterey

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

## Board Report

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**File #:** A 16-387, **Version:** 1

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- a. Approve and authorize the Director of Health or the Assistant Director of Health to sign a Renewal and Amendment No.1 to the Agreement with the Literacy Campaign for Monterey County (Literacy Campaign) retroactive to August 1, 2016, extending the term through June 30, 2017, and increasing the contract amount from \$6,809 to \$11,302 (payable to the County); and
- b. Approve and authorize the Director of Health or the Assistant Director of Health to sign up to three (3) amendments that in the aggregate do not exceed 10% (\$681) 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 Health or the Assistant Director of Health to sign a Renewal and Amendment #1 to the Agreement with the Literacy Campaign for Monterey County (Literacy Campaign) retroactive to August 1, 2016, extending the term through June 30, 2017, and increasing the contract amount from \$6,809 to \$11,302 (payable to the County); and
- b. Approve and authorize the Director of Health or the Assistant Director of Health to sign up to three (3) amendments that in the aggregate do not exceed 10% (\$681) of the original contract amount and do not significantly change the scope of work.

### SUMMARY/DISCUSSION:

On April 28, 2016, the Board of Supervisors approved an agreement with the Literacy Campaign for the provision of evaluation services by the Monterey County Health Department Planning, Evaluation, and Policy Unit for \$6,809, for the term of May 1, 2016 through July 31, 2016. The Renewal and Amendment #1 allows additional time for the completion of the original scope of work, as the project was delayed by the Literacy Campaign. The original scope of work has been expanded to include evaluation analyses on the additional messaging product developed by the Literacy Campaign. The cost to do the additional evaluation analyses is reflected in the increase in the contract amount from \$6,809 to \$11,302 (payable to the County).

Literacy Campaign is conducting a social messaging campaign to support parent interaction with their young children. Monterey County Health Department Planning, Evaluation and Policy Unit staff will provide evaluation services to measure the strength of value and message exposure using message distribution data and focus group results.

This work supports the Monterey County Health Department 2011-2015 Startegic Plan initiative: 1) Empower the community to improve health through programs, policies, and activities. It also supports one of the ten essential public health services, specifically: 10) Research for new insights and innovative solutions to health problems.

### OTHER AGENCY INVOLVEMENT:

County Counsel and Auditor-Controller have reviewed and approved this Agreement as to legal form and payment provisions, respectively. Risk Management has not approved as to legality or risk due to the non-standard risk provisions within the Agreement.

FINANCING:

There are no net county costs associated with this Agreement. There are sufficient appropriations and revenue in the Health Department (4000-HEA014-8438) FY 2016-17 Adopted Budget.

Prepared by: Patricia Zerounian, MA III, 4583

Approved by: Elsa Jimenez, Director of Health, 4526

Attachments:

Renewal and Amendment #1 is on file with the Clerk of the Board  
Agreement is on file with the Clerk of the Board