



# County of Monterey

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

## Board Report

---

**File #:** A 21-324, **Version:** 1

---

- a. Approve and authorize the Director of the Department of Social Services to sign an agreement with TMD Creative for \$140,500 for the provision of outreach, marketing, website, and technical assistance services for Family and Children's Services, the Child Abuse Prevention Council (CAPC) and Community Benefits for the period July 1, 2021 through June 30, 2022; 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% (\$14,050) 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 \$140,500 for the provision of outreach, marketing, website, and technical assistance services for Family and Children's Services, the Child Abuse Prevention Council (CAPC) and Community Benefits for the period July 1, 2021 through June 30, 2022; 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% (\$14,050) of the original contract amount and do not significantly change the scope of work.

### SUMMARY/DISCUSSION:

This Agreement with TMD Creative supports two of the Department of Social Services' customer facing websites for Community Benefits and Family & Children Services. The MC-Choice website serves to provide Public Assistance applicants and customers with information about program benefits as well as customer rights and responsibilities. The purpose of the Family-to-Family website is to recruit Foster Care/Adoptive Caregivers. The remaining services are providing support to the Child Abuse Prevention Council for marketing services on outreach and awareness within the community about child abuse and neglect, including education and mandated reporter trainings.

### OTHER AGENCY INVOLVEMENT:

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

### FINANCING:

This agreement is funded by multiple funding streams. 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. The child abuse prevention and CAPC services will be funded through Realignment funds and CAPC Fund balance. Sufficient appropriations and estimated revenues in SOC005 are included in the FY 2021-22 Recommended Budget.

### 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 public assistance and Family-to-Family programs. These programs provide services which enhance the lives of foster youth and low-income households.

Mark a check to the related Board of Supervisors Strategic Initiatives

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

Prepared by: Patricia Hernandez, Management Analyst II, Ext. 6768

Approved by: Lori A. Medina, Director, Ext. 4430

Attachments: TMD Creative Agreement

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