



Board Report

File #: 21-696, **Version:** 2

- a. Approve and authorize the Executive Director of the Monterey County Workforce Development Board (MCWDB) to execute an Agreement with Pat Davis Design Group, Inc., to provide website development, design, maintenance, and hosting services retroactive to July 1, 2021 for the period of July 1, 2021 through June 30, 2024, at a cost of \$35,000 per year, for a total Agreement amount not to exceed \$105,000;
- b. Authorize the Executive Director of the MCWDB to execute up to two (2) renewals to extend the Agreement by one (1) additional year per renewal; and
- c. Authorize the Executive Director of the MCWDB to execute renewals that increase the annual amount of the Agreement (\$35,000) by an amount not to exceed 10% (\$3,500) per renewal, subject to County Counsel review, on substantially the same terms

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Executive Director of the Monterey County Workforce Development Board (MCWDB) to execute an Agreement with Pat Davis Design Group, Inc., to provide website development, design, maintenance, and hosting services retroactive to July 1, 2021 for the period of July 1, 2021 through June 30, 2024, at a cost of \$35,000 per year, for a total Agreement amount not to exceed \$105,000;
- b. Authorize the Executive Director of the MCWDB to execute up to two (2) renewals to extend the Agreement by one (1) additional year per renewal; and
- c. Authorize the Executive Director of the MCWDB to execute renewals that increase the annual amount of the Agreement (\$35,000) by an amount not to exceed 10% (\$3,500) per renewal, subject to County Counsel review, on substantially the same terms

SUMMARY:

Background

The MCWDB was awarded federal Workforce Investment and Opportunity (WIOA) funds to provide employment services and occupational skills training to adults, dislocated workers, and youth. A functional and effective website is essential to provide information on the MCWDB's programs, services, and activities; meet the needs of job seekers and employers; and further the MCWDB's mission to improve the economy of Monterey County by promoting and supporting alignment of workforce and educational programs with priority industry sectors and local business needs.

Request for Proposals (RFP) Process

At its meeting of August 1, 2018, the MCWDB Executive Committee approved the RFP Selection Committee's recommendations to negotiate agreements to design, develop, maintain, and host two new websites - one for the local area and another for the Coastal Region Workforce Development Board on behalf of the regional workforce investment boards of Santa Cruz, Monterey, San Luis Obispo, and Santa Barbara counties - with Pat Davis Design Group (PDDG), based on the results of an RFP process conducted

earlier in 2018. PDDG, a marketing and communications services provider to private and public entities since 1977, had successfully provided similar design and development services for other workforce development boards. On September 19, 2018, the full MCWDB approved the Executive Director to execute agreements for website-related services with Pat Davis Design Group.

Delegation of Contracting Authority

On April 24, 2018, the Board of Supervisors had concurred in the MCWDB's April 4, 2018 delegation of contracting authority to the Executive Director to sign WIOA and non-WIOA funded contracts, subject to a \$45,000 cap, prior County Counsel review and other limitations.

The Executive Director subsequently signed an Agreement to commence effective September 19, 2018 and end on June 30, 2020 for an amount not to exceed \$24,985 for the development, design, maintenance, and hosting of the MCWDB's local website. A subsequent Renewal and Amendment to the Agreement for the local website extended its term to June 30, 2021 and added \$20,015, for a total amount not to exceed \$45,000.

Because the Executive Director has reached the limit of his authority to amend the local website Agreement based on the total amount of the prior Agreement as amended, the MCWDB is requesting approval to sign a new, three-year Agreement between MCWDB and PDDG totaling \$105,000 (at \$35,000 per year). The scope of work for this Agreement includes the ongoing hosting, maintenance, security, and technical support services for the website and related tools and applications; new webpage design and content development; and refreshes of existing webpages on the site. These activities will contribute to the expansion and improvement of the delivery of the MCWDB's services for job seekers, employers, and other community members.

DISCUSSION:

The Board is asked to authorize the Executive Director of the Monterey County Workforce Development Board (MCWDB) to sign up to two annual renewals of the proposed Agreement, with an annual increase not to exceed \$3,500.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed the proposed Agreement as to form.

FINANCING:

The Board's approval of the proposed local website Agreement with PDDG will have no impact on the Monterey County General Fund. The funding identified in the Agreement is budgeted to Fund 021, Appropriations Unit CAO030, Department 1050, Unit 8478.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Authorizing the Executive Director of the Monterey County Workforce Development Board (MCWDB) to execute this Agreement for website services will help the MCWDB to connect job seekers, employers, and other community members to the employment resources they need, resulting in the training and hiring of additional workers and ultimately to economic prosperity for Monterey County's residents and businesses.

- √ Economic Development: Through collaboration, strengthen economic development to ensure a diversified and healthy economy.
- √ Administration: Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability, and transparency.
- √ Health & Human Services: Improve health and quality of life through County-supported policies, programs, and services; promoting access to equitable opportunities for healthy choices; and healthy environments in collaboration with communities.

Prepared by: Kristen Arps, Management Analyst III, 4811

Approved by: Christopher Donnelly, Executive Director, 6644

Attachments:

Board Report

Agreement between the MCWDB and Pat Davis Design Group, Inc.