



# County of Monterey

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

## Board Report

---

**File #:** 20-691, **Version:** 1

---

Approve contract amendment with TMD Creative for the County of Monterey COVID 19 Emergency public messaging campaign in the amount of \$349,000 for a total “not to exceed” contract amount of \$409,000.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Approve contract amendment with TMD Creative for the County of Monterey COVID 19 Emergency public messaging campaign in the amount of \$349,000 for a total “not to exceed” contract amount of \$409,000.

SUMMARY/DISCUSSION:

At the direction of the Board of Supervisors, the County Administrative Officer solicited proposals from private sector firms aimed at creating and implementing a robust external messaging campaign to address public health issues related to the COVID 19 emergency.

The firm of TMD Creative was selected by the Board and, at the Board’s direction, a Professional Services Agreement was entered into with provision for a monthly retainer of \$10,000 per month for a 6 month period. The agreement allows for the possibility of a 6 month contract extension. Because total “hard costs”, ie, the actual cost of purchasing and deploying messaging (radio, TV, print, etc) was not known at the time, the agreement provided that “hard costs” would be billed separately. However, in order to actually pay the “hard cost” invoices, the contract needs to be amended to provide a dollar amount. In addition and very importantly, on August 18, 2020 the Board approved an allocation of \$ 409,000 for the COVID messaging campaign; \$60,000 to cover the retainer cost and \$349,000 to cover “hard costs”

OTHER AGENCY INVOLVEMENT:

The COVID public health messaging campaign is coordinated by a steering committee which includes the Chair of the Board, CAO, Asst CAO, Health Director, Health Officer, Public Health epidemiologist, staff PIO’s and TMD. In addition, extensive coordination is conducted with Monterey County mayors, Convention and Visitor Bureau, Hospitality Assoc, Vintner’s Association, Chambers of Commerce and the Superintendent of Schools.

FINANCING:

CARES Act funding in the amount of \$409,000 has been allocated by the Board of Supervisors for the COVID 19 emergency messaging campaign. There is no impact on the General Fund.

The accounting string for this contract is:

001-1050-CAO005-8056-COVID19-OESCOVID19

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Mark a check to the related Board of Supervisors Strategic Initiatives

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

Prepared by: Maegan Ruiz-Ignacio (for NEC), Administrative Assistant Confidential, ext. 5508  
Approved by: Nicholas E. Chiulos, Assistant County Administrator Officer, ext. 5145

---

Nicholas E. Chiulos, Assistant County Administrative Officer

---

Date

Attachments are on file with the Clerk of the Board

**Attachments:**

Exhibit A - Executed Agreement

Exhibit B - Scope of Service

Exhibit C - Amendment No 1