



County of Monterey

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

Legislation Details (With Board Report)

File #:	A 19-043	Name:	DCSS Non-Standard Advertising Agreements
Type:	BoS Agreement	Status:	Passed
File created:	3/11/2019	In control:	Board of Supervisors
On agenda:	3/26/2019	Final action:	3/26/2019
Title:	a. Approve and authorize the Director of Child Support Services to sign a series of non-standard advertising agreements and accept non-standard insurance, risk, and indemnity terms, for advertising and promoting program awareness from the period of March 26, 2019 through June 30, 2022, when: (i) the total aggregate amount of all agreements entered into under this authority requested herein does not exceed the amount of \$95,000.00 per fiscal year; and, (ii) each such agreement is reviewed and approved by County Counsel, Contracts and Purchasing, and the Auditor Controller prior to execution.		

Sponsors:

Indexes:

Code sections:

Attachments: 1. Board Report, 2. Item No. 35 Completed Board Order

Date	Ver.	Action By	Action	Result
3/26/2019	1	Board of Supervisors	approved	Pass

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RECOMMENDATION:

- a. Approve and authorize the Director of Child Support Services to sign a series of non-standard advertising agreements and accept non-standard insurance, risk, and indemnity terms, for advertising and promoting program awareness from the period of March 26, 2019 through June 30, 2022, when: (i) the total aggregate amount of all agreements entered into under this authority requested herein does not exceed the amount of \$95,000.00 per fiscal year; and, (ii) each such agreement is reviewed and approved by County Counsel, Contracts and Purchasing, and the Auditor Controller prior to execution.

SUMMARY/DISCUSSION:

Child Support Services (CSS) is required by federal regulations to regularly publicize the availability of services offered by the child support program. The agreements with advertising companies are typically low in cost and made pursuant to a template provided by the vendor hosting the advertising. Therefore, these agreements do not usually conform to the County's standard agreement template. Because no vendor employees will be coming onto County property and no other significant risk factors exist, CSS is seeking a broader delegation of authority to enter into these agreements to avoid sending numerous of these type of agreements to the Board of Supervisors for individual approval.

Publicizing the availability of Child Support Enforcement Services

The Code of Federal Regulations (Title 45, Chapter III, Part 302.30) requires that CSS regularly publicize availability of child support program services. In order to continue with advertising child support services, CSS wishes to enter into new non-standard agreements with vendors such as: Comcast Spotlight; Mapleton Communications; Milestone Communications; Entravision Communications; iHeart Media Inc.; Monterey County Weekly; Monterey Salinas Transit; NPG of Monterey-Salinas CA, LLC.; Outfront Media, Inc.; and Pecan Pie Productions. This shall be effective March 26, 2019 to June 30, 2022; not to exceed the amount of \$95,000.00 per fiscal year.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this Board Report. Further, County Counsel, Contracts and Purchasing, and the Auditor Controller will review and approve each of the non-standard agreements and non-standard insurance as to legal form, fiscal provisions and insurance requirements. CSS will be responsible for tracking the expenditures under the authority requested herein and will ensure that the annual aggregate cap is not exceeded.

FINANCING:

This agreement is funded by Federal (66%) and State (34%) funds and approval of this action does not require County General Fund contributions. Funds for this agreement are included in the Child Support Services' adopted budget for FY 2018-19, with no increase in appropriations required. Transactions relating to future fiscal years will be included in each respective recommended budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES

The request to enter into non-standard advertising agreements with non-standard insurance supports the County's Administration policy because it allows for efficient, yet thoughtful, review of low-cost agreements which would otherwise be cumbersome to the board. The request also supports the County's Health and Human Services policy because it contributes to improving the health and quality of life of families and children in Monterey County.

Mark a check to the related Board of Supervisors Strategic Initiatives

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

Prepared by: Maria Cuellar, Outreach Manager, x8782

Approved by: Jo Ellen Holtzworth, Director, x8721

Attachments:

Board Report A19-043 DCSS Advertising Non-Standard Agreements 031119