

# MEMORANDUM

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**TO:** Workforce Development Board

**FROM:** Christopher Donnelly

**SUBJECT:** Approval to Amend Outreach and Communication  
Materials Agreement with Pat Davis Design Group

**DATE:** June 26, 2025

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**RECOMMENDATION:**

It is recommended that the Monterey County Workforce Development Board (MCWDB) concurs with the June 12, 2025, Executive Committee approval to amend the existing agreement with Pat Davis Design Group (PDDG), Inc., to design and provide outreach and other communication-related materials for the MCWDB in the amount of \$45,000 for the period from July 1, 2025, through June 30, 2026.

**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. To provide effective outreach to community members who need and will benefit from these services, the MCWDB has executed an agreement and two annual amendments with PDDG to design and produce WIOA-compliant outreach and other communication-related materials with information on programs, services, and activities that meet the needs of job seekers and employers.

PDDG was originally selected in 2018 through a Request for Proposals (RFP) process to host two websites – MCWDB's primary website and a regional website; the website agreement was approved by the Board of Supervisors to continue PDDG's hosting services from July 1, 2021, until June 30, 2024, with two additional, annual renewals.

PDDG was also selected through a 2022 RFQ process to provide outreach and communication materials based on its high-quality products, its understanding of MCWDB's outreach and communication needs, and its ability to reach MCWDB's target populations.

PDDG's original agreement for outreach and communications materials provided \$44,975 for 2022-23, and Amendment No. 1 to the agreement provided an additional \$35,000 for 2023-24. As part of Renewal and Amendment No. 2 for 2024-25, PDDG developed and implemented an Internal Communications Plan and an External Communications / Outreach Plan for MCWDB for an amount not to exceed \$87,973, for a total contract amount of \$167,948.

Both the internal and external plans involve use of MCWDB's website to facilitate communication with MCWDB's stakeholders, including its WIOA Adult, Dislocated Worker, and Youth service providers, local employers, the broader workforce system, and the public.

**DISCUSSION:**

MCWDB is requesting to amend its outreach and communications materials agreement with PDDG for an additional year to add \$45,000 for the period from July 1, 2025 through June 30, 2026, which will serve to align the term of this agreement with the term of the website agreement. It is anticipated that MCWDB will release an RFP in early 2026 to procure a website host with the capability to provide ongoing adjustments to MCWDB's Internal and External Communications / Outreach plans.

**NEXT STEPS:**

If the MCWDB approves executing Amendment No. 3 to the PDDG agreement for outreach and communications materials, the amendment will be developed and forwarded to the Board of Supervisors for approval.