



County of Monterey

Item No.

Board Report

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

Legistar File Number: A 25-442

November 18, 2025

Introduced: 11/5/2025

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the Director of the Department of Social Services or designee to sign Amendment No. 1 to Agreement #5010-486 with Tovar Strategies, Inc. to provide outreach, marketing and website development adding \$60,000 for a new contract total of \$259,800 with no change to the contract term of July 1, 2025 through June 30, 2026; and
- b. Authorize the Director or designee of the Department of Social Services to sign up to three amendments to this Agreement where the total amendments do not exceed 10% (\$25,980) of the amended contract amount, do not significantly change the scope of work, and do not exceed the maximum aggregate amount of \$285,780.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Director of the Department of Social Services or designee to sign Amendment No. 1 to Agreement #5010-486 with Tovar Strategies, Inc. to provide outreach, marketing and website development adding \$60,000 for a new contract total of \$259,800 with no change to the contract term of July 1, 2025 through June 30, 2026; and
- b. Authorize the Director or designee of the Department of Social Services to sign up to three amendments to this Agreement where the total amendments do not exceed 10% (\$25,980) of the amended contract amount, do not significantly change the scope of work, and do not exceed the maximum aggregate amount of \$285,780.

SUMMARY

The Department is collaborating with the County of Monterey Health Department, and Natividad Medical Center to launch an outreach communications campaign to raise awareness about the upcoming Medi-Cal changes and to encourage Medi-Cal members to take steps to keep their coverage.

DISCUSSION:

As part of the campaign, the Department will provide digital/print, television and radio ads to increase awareness about the upcoming changes to the Medi-Cal program and the renewal process to ensure Medi-Cal beneficiaries keep their benefits.

OTHER AGENCY INVOLVEMENT/COMMITTEE ACTIONS:

The Health Department and Natividad are partnering with Department of Social Services to implement this program. The Office of County Counsel has reviewed and approved the Agreement as to form, as has the Auditor-Controller's Office as to financial provisions.

FINANCING:

The Board of Supervisors issued General Fund dollars to the Monterey County Health Department for this Medi-Cal outreach communications campaign. The Department of Social Services will manage and pay the invoices for this amendment and will receive a reimbursement from the Health Department via an interdepartmental transfer. Sufficient appropriations in Appropriations Unit SOC005 are included in the FY 25-26 Adopted Budget.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

This agreement correlates to the Well-Being and Quality of Life Strategic Plan Goal adopted by the Board of Supervisors by providing information to the community about the upcoming changes to the Medi-Cal program.

Mark a check to the related Board of Supervisors Strategic Plan Goals:

- ☒ Well-Being and Quality of Life
- ☐ Sustainable Infrastructure for the Present and Future
- ☐ Safe and Resilient Communities
- ☐ Diverse and Thriving Economy
- ☐ Administrative

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Approved by: Roderick W. Franks, Director, x4430

Attachments: Amendment No.1
Original Agreement

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