



MEMORANDUM

TO: Workforce Development Board

FROM: Christopher Donnelly

SUBJECT: New Website Agreement

DATE: April 23, 2026

RECOMMENDATION:

It is recommended that the Monterey County Workforce Development Board concur with the Executive Committee's April 16, 2026, recommendation to consider and approve staff to execute a new, one-year website development, hosting, and maintenance agreement with Pat Davis Design Group (PDDG) in an amount not to exceed \$57,000 for the period from July 1, 2026, through June 30, 2027.

BACKGROUND:

At its meeting on August 1, 2018, the Executive Committee approved the Request for Proposal (RFP) Selection Committee's recommendations to negotiate an agreement to design, develop, maintain, and host a new website with 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 August 23, 2021, the MCWDB received approval from the Board of Supervisors to authorize the Executive Director to sign a new three-year agreement with PDDG for the period of July 1, 2021 through June 30, 2024 in an amount not to exceed \$35,000 per year, with two renewals to extend the agreement by one additional year per renewal with an annual increase to not exceed \$3,500. The scope of work for this agreement included 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, which will come to an end on June 30, 2026.

DISCUSSION:

Staff seeks the Executive Committee's approval to execute a new, three-year agreement for website services with two additional one-year renewal options, in an amount not to exceed \$57,000 for the initial year. Renewals to extend the agreement for the second and third years are subject to funding availability and may also require a modification of the scope of work.

NEXT STEPS:

In April 2018, the Board of Supervisors (BOS) granted MCWDB's Executive Director the authority to sign certain agreements not to exceed \$45,000. Because the amount for the initial year of website services (\$57,000) exceeds the Executive Director's signing authority, the new agreement will also require BOS approval.