

**AMENDMENT #3
TO STANDARD AGREEMENT
BETWEEN COUNTY OF MONTEREY AND
TOVAR STRATEGIES INC. dba TMD CREATIVE INC.**

This Amendment No. 3 to the County of Monterey Standard Agreement entered into by and between the **County of Monterey**, a political subdivision of the State of California (hereinafter referred to as “COUNTY”), and between **Tovar Strategies Inc. dba TMD Creative Inc.** (hereinafter referred to as “CONTRACTOR”).

WHEREAS, the COUNTY entered into a STANDARD AGREEMENT with CONTRACTOR in the amount of \$171,900 for the term of October 15, 2023, to August 30, 2025, to provide professional web design and media specialist services;

WHEREAS, the COUNTY and CONTRACTOR entered into AMENDMENT NO. 1 to AGREEMENT NO. A-17080 to revise the Fiscal Provisions for a revised total agreement amount not to exceed \$223,400 and to extend the term to June 30, 2026;

WHEREAS, the COUNTY and CONTRACTOR entered into AMENDMENT NO. 2 to AGREEMENT NO. A-17080 to revise the Fiscal Provisions for a revised total agreement amount not to exceed \$224,700 and to extend the term to December 31, 2027;

WHEREAS, the County and CONTRACTOR wish to amend the AGREEMENT as specified below:

1. Amend Exhibit A-2: SCOPE OF SERVICES/PAYMENT PROVISIONS to add Program 3 – Behavioral Health Bureau Media and Outreach Support for social media and videography services for the Behavioral Health Bureau.
2. Amend Exhibit C-2: Monterey County Behavioral Health – Invoice Form.
3. Add \$73,500 to Program 3 for a total maximum Agreement amount not to exceed \$298,200.

NOW THEREFORE, the COUNTY and CONTRACTOR hereby agree to amend the AGREEMENT as follows:

1. Section 2.0 “PAYMENT PROVISIONS” shall be amended by removing, “The total amount payable by County to CONTRACTOR shall not exceed the sum of \$223,400.” and replacing it with “The total amount payable by County to CONTRACTOR under this agreement shall not exceed the sum of \$298,200.”
2. EXHIBIT A-3: SCOPE OF SERVICES/PAYMENT PROVISIONS replaces EXHIBIT A-2: SCOPE OF SERVICES/PAYMENT PROVISIONS. All references in the AGREEMENT to EXHIBIT A shall be construed to refer to EXHIBIT A-3.
3. EXHIBIT C-3: MONTEREY COUNTY BEHAVIORAL HEALTH – INVOICE FORM replaces EXHIBIT C-2: MONTEREY COUNTY BEHAVIORAL HEALTH – INVOICE FORM. All references in the AGREEMENT to EXHIBIT C shall be

construed to refer to EXHIBIT C-3.

4. Except as provided herein, all remaining terms, conditions, and provision of the AGREEMENT are unchanged and unaffected by this Amendment and shall continue in full force and effect as set forth in the AGREEMENT.
5. This Amendment No. 3 shall be effective on August 1, 2026.
6. A copy of this Amendment No. 3 shall be attached to the original AGREEMENT dated October 15, 2023.

EXHIBIT A-3: SCOPE OF SERVICES / PAYMENT PROVISIONS

County of Monterey Standard Agreement
by and between
County of Monterey, Health Department, Behavioral Health Bureau,
Hereinafter referred to as “COUNTY”
AND
Tovar Strategies Inc. dba TMD Creative Inc.,
Hereinafter referred to as “CONTRACTOR”

I. PROGRAM SCOPE OF SERVICES

Program 1: MHSSA Grant Program

**Effective October 15, 2023 – August 30, 2025*

A. PURPOSE

The Mental Health Services Oversight and Accountability Commission awarded the County a 4-year Mental Health Student Services Act (MHSSA) grant to build infrastructure for mental health systems at identified school sites and to refine and enhance suicide prevention, intervention, and postvention protocols with the goal of improving student mental health and wellbeing. To guarantee access to information about grant-funded endeavors as required by the MHSSOAC and to spread awareness of mental health supports for school-aged children and youth, grant funding was allocated for web design and media specialist services.

CONTRACTOR will provide creative direction and oversight and content review for web and media content to increase awareness of and linkage to mental health services for students and their families.

B. SERVICES

CONTRACTOR shall provide services, and otherwise do all things necessary for or incidental to the performance of work, as set forth below:

1. Website Development

- a) CONTRACTOR shall provide website design for services for school-aged children within the COUNTY established website. CONTRACTOR shall provide design mock-ups as well as graphics, fonts, and photos needed for COUNTY to recreate the design on county website.
- b) COUNTY shall provide any necessary County of Monterey logos and images for use on the site.
- c) COUNTY shall provide necessary text and content information needed for all pages.

- d) CONTRACTOR shall provide content review and editing for all pages of the site.
 - e) CONTRACTOR shall identify keywords that target desired audience and give recommendations on aligning content with the keywords. CONTRACTOR shall lay foundation for Search Engine Optimization (SEO) by identifying search-friendly URL options and provide to COUNTY.
2. Design, Messaging and Strategy
- a) CONTRACTOR shall provide creative direction and development of concept messaging across all platforms, including website and print materials.
 - b) CONTRACTOR shall provide creative direction and oversight of all design components, including integration of branding and design elements (colors, simple page transitions, and header and footer appearance). COUNTY must approve all design elements.
 - c) CONTRACTOR shall meet with the COUNTY a minimum of 1 hour per month to identify target audiences, review strategies for distribution of information to the public, and provide overview of channels to be utilized to share information.
 - d) CONTRACTOR shall create design comps based upon the preliminary design concept in CONTRACTOR hosted environment. All development activities and review of the design concept will be performed in CONTRACTOR hosted environment.
 - e) CONTRACTOR shall develop themes and templates for printed collateral materials, including flyers, brochures, and information cards.
 - f) CONTRACTOR shall design templates consistent with the identified branding and messaging themes.
 - g) CONTRACTOR shall make necessary adjustments to messaging or communication strategies based on CONTRACTOR recommendations or COUNTY needs.
3. Spanish Translation Services
- a) CONTRACTOR shall provide the Spanish translation of written communications, including website content and any relevant marketing or design materials upon request of COUNTY.
 - b) COUNTY shall determine what content will need to be translated.
 - c) CONTRACTOR shall provide the Spanish translation of the content at as per Rate Table below.
 - d) COUNTY must approve what content is to be considered technical for translation purposes prior to translation.
4. Compliance with Terms of Federal and/or State Grants. If this Agreement is funded with monies received by the COUNTY pursuant to contract(s) with the Federal and/or State government in which the COUNTY is the grantee, CONTRACTOR shall comply with all provisions of said contract(s), to the extent applicable to CONTRACTOR as a sub-grantee under said contract(s), and said provisions shall be deemed a part of this Agreement as if fully set forth herein. Upon request,

COUNTY shall deliver a copy of said contract(s) to CONTRACTOR at no cost to CONTRACTOR.

C. DESIGNATED CONTRACT MONITOR

Kacey Rodenbush, LMFT
Behavioral Health Services Manager II
Monterey County Health Department
Behavioral Health Bureau, Services to Education Team
299 12th Street, Marina, CA 93933
(831) 647-7651

Program 2: Rainbow Connections Innovation Program Supports

**Effective September 6, 2024 – December 31, 2027*

A. PURPOSE

The Mental Health Services Oversight and Accountability Commission awarded the County a Rainbow Connections grant to implement a systems approach to establish a county-wide network of providers that collaborate and interconnect to improve school climate and cultivate environments of belonging for LGBTQ youth at home, school, and in their communities that empower, value, and embrace diversity. To guarantee access to information about grant-funded endeavors as required by the MHSOAC and to spread awareness of mental health supports for underserved groups, grant funding was allocated for media specialist services.

CONTRACTOR will provide creative direction and oversight for branding and media content to increase awareness of and linkage to mental health services for students, families, and their community.

B. SERVICES

CONTRACTOR shall provide services, and otherwise do all things necessary for or incidental to the performance of work, as set forth below:

1. Design, Messaging and Strategy
 - a) CONTRACTOR shall provide creative direction and development of concept messaging across all platforms, including website, Facebook, Instagram, and print materials.
 - b) CONTRACTOR shall provide creative direction and oversight of all design components, including integration of branding and design elements (colors, simple page transitions, and header and footer appearance). COUNTY must approve all design elements.
 - c) CONTRACTOR shall meet with the COUNTY a minimum of 1 hour per month to identify target audiences, review strategies for distribution of

information to the public, and provide overview of channels to be utilized to share information.

- d) CONTRACTOR shall create design comps based upon the preliminary design concept in CONTRACTOR hosted environment. All development activities and review of the design concept will be performed in CONTRACTOR hosted environment.
- e) CONTRACTOR shall develop themes and templates for printed collateral materials, including flyers, brochures, and information cards.
- f) CONTRACTOR shall design social media graphics and templates consistent with the identified branding and messaging themes.
- g) CONTRACTOR shall make necessary adjustments to messaging or communication strategies based on CONTRACTOR recommendations or COUNTY needs.

2. Social Media

- a) CONTRACTOR shall provide social media management services through content calendar management and strategy, hashtag research, and overall implementation.
- b) CONTRACTOR shall assess existing assets such as previously designed art and templates and overall branding.
- c) COUNTY shall provide all login and access information to enable CONTRACTOR to perform assessment and ongoing management. COUNTY shall provide access to previous posts and logos.
- d) CONTRACTOR shall review and refine photos options and initial text provided by the COUNTY and provide appropriate captions and hashtags.
- e) CONTRACTOR agrees to post a minimum of one post per week on each platform agreed upon by CONTRACTOR and COUNTY.
- f) CONTRACTOR shall provide analytic reports for each platform showing activity and growth once per month.

3. Spanish Translation Services

- a) CONTRACTOR shall provide the Spanish translation of written and verbal communications, including website content, print materials, social media graphics and any associated hashtags and captions, and video production upon request of COUNTY.
- b) COUNTY shall determine what content will need to be translated.
- c) CONTRACTOR shall provide the Spanish translation of the content at as per Rate Table below.
- d) COUNTY must approve what content is to be considered technical for translation purposes prior to translation.

- 4. Compliance with Terms of Federal and/or State Grants. If this Agreement is funded with monies received by the COUNTY pursuant to contract(s) with the Federal and/or State government in which the COUNTY is the grantee, CONTRACTOR shall comply with all provisions of said contract(s), to the extent applicable to CONTRACTOR as a sub-grantee under said contract(s), and said provisions shall

be deemed a part of this Agreement as if fully set forth herein. Upon request, COUNTY shall deliver a copy of said contract(s) to CONTRACTOR at no cost to CONTRACTOR.

C. DESIGNATED CONTRACT MONITOR

Kacey Rodenbush, LMFT
Behavioral Health Services Manager II
Monterey County Health Department
Behavioral Health Bureau, Services to Education Team
299 12th Street, Marina, CA 93933
(831) 647-7651

Program 3: Behavioral Health Bureau Media and Outreach Support

**Effective August 1, 2026 – June 30, 2027*

A. PURPOSE

COUNTY has identified the need to more widely disseminate accessible, accurate information about the County of Monterey Health Department – Behavioral Health Bureau (BHB) and its resources and supports in a timely, culturally appropriate manner and in spaces where community members frequently engage, including the digital landscape.

The focus of the support provided by CONTRACTOR will be on disseminating accurate, timely, and culturally and linguistically information about available resources both ongoing and in response to community incidents and needs; program information, including eligibility criteria and alternative supports as appropriate; and initiatives and projects that are impacting the behavioral health landscape or that the Behavioral Health Bureau is engaged with.

B. SERVICES

CONTRACTOR shall provide services, and otherwise do all things necessary for or incidental to the performance of work, as set forth below:

1. Messaging and Copywriting
 - a) CONTRACTOR shall create and execute messaging and copywriting aligning with COUNTY's brand guidelines.
 - b) CONTRACTOR shall create content including social media information, captions, and scripts. COUNTY shall review and approve all elements before use.
 - c) CONTRACTOR shall meet with the COUNTY to identify target audiences, review strategies for distribution of information to the public, and provide overview of channels to be utilized to share information.

- d) CONTRACTOR shall complete the above in five hours per month for the term of the agreement.
 - e) COUNTY shall provide translation of messaging and content.
2. Graphic Design
- a) CONTRACTOR shall provide graphic design support from initial concept and collaborative revisions to production-ready assets.
 - b) CONTRACTOR shall design social media graphics and templates consistent with the identified branding and messaging themes.
 - c) CONTRACTOR shall make necessary adjustments to messaging or communication strategies based on COUNTY recommendations or needs.
 - d) CONTRACTOR shall complete the above in ten hours per month for the term of the agreement.
3. Social Media Management
- a) CONTRACTOR shall provide social media management services through content calendar management and strategy, hashtag research, and overall implementation.
 - b) In Phase I, CONTRACTOR shall assess existing assets such as previously designed art and templates, COUNTY's current photo library, and overall branding.
 - i. COUNTY shall provide access to previous posts and logos.
 - c) In Phase II, CONTRACTOR and COUNTY shall meet monthly to review and refine photos options and appropriate captions and hashtags and discuss strategy and focus for the upcoming month.
 - i. CONTRACTOR shall not exceed 10 hours per month to accomplish these tasks.
 - ii. CONTRACTOR agrees to create one post per week on each platform agreed upon by CONTRACTOR and COUNTY.
 - d) In Phase III, CONTRACTOR shall provide analytic reports for each platform showing activity and growth once per month provided in COUNTY's preferred file format.
4. Compliance with Terms of Federal and/or State Grants. If this Agreement is funded with monies received by the COUNTY pursuant to contract(s) with the Federal and/or State government in which the COUNTY is the grantee, CONTRACTOR shall comply with all provisions of said contract(s), to the extent applicable to CONTRACTOR as a sub-grantee under said contract(s), and said provisions shall be deemed a part of this Agreement as if fully set forth herein. Upon request, COUNTY shall deliver a copy of said contract(s) to CONTRACTOR at no cost to CONTRACTOR.

C. DESIGNATED CONTRACT MONITOR
Fabricio Chombo
Assistant Bureau Chief

Monterey County Health Department, Behavioral Health Bureau
 1270 Natividad Road, Salinas CA 93906
 (831) 755-4578

II. PAYMENT PROVISIONS

A. COMPENSATION/PAYMENT

1. The total compensation for services rendered shall be based on the following rates:

Program 1: MHSSA Grant Program <i>Effective October 15, 2023 – August 30, 2025</i>		
<u>Deliverable</u>	<u>Terms</u>	<u>Rate</u>
Website Development		
Investment	Not to exceed 80 hours per year and \$26,400 total.	\$165/hour
Design and Messaging		
Messaging and Strategy	Not to exceed 40 hours per year and \$12,000 total.	\$150/hour
Design Services	Not to exceed 80 hours per year and \$26,400 total.	\$165/hour
Translation Services		
Spanish Translation - Website	Not to exceed 10 hours per year and \$2,700 total.	\$135/hour
Spanish Translation – Marketing Materials	Not to exceed 10 hours per year and \$2,700 total.	\$135/hour
Subtotal	Not to exceed \$70,200	
Program 2: Rainbow Connections Innovation Program Supports <i>Effective September 6, 2024 – December 31, 2027</i>		
<u>Deliverable</u>	<u>Terms</u>	<u>Rate</u>
Design and Messaging		
Messaging and Strategy	Not to exceed 120 hours and \$24,000 total.	\$200/hour
Design Services	Not to exceed 240 hours and \$79,200 total.	\$330/hour
Social Media Management		
Social Media Management	Up to 36 Months of Social Media management. Includes 1 post per week. Work shall not exceed 10 hours per month. Total cost will not exceed \$43,200.	\$1,200/month
Translation Services		
Spanish Translation – Website, Marketing Materials, Social Media	Not to exceed 30 hours and \$8,100 total.	\$270/hour

Materials		
Subtotal	Not to exceed \$154,500	
Program 3: Behavioral Health Bureau Media and Outreach Support <i>Effective August 1, 2026 – June 30, 2027</i>		
<u>Deliverable</u>	<u>Term</u>	<u>Rate</u>
Design and Messaging		
Messaging and Copywriting	Not to exceed 5 hours per month for 12 months (60 hours total) and \$12,000 total.	\$200/hour
Graphic Design Services	Not to exceed 10 hours per month for 12 months (120 hours total) hours and \$39,600 total.	\$330/hour
Social Media Management		
Social Media Management	Up to 12 Months of Social Media management. Work shall not exceed 10 hours per month. Total cost will not exceed \$14,400.	\$1,200/month
Video Production		
Video Production	Up to 8 fifteen-second spots (4 in English and 4 in Spanish). Total cost will not exceed \$7,500.	\$937.50/video
Subtotal	Not to exceed \$73,500	
Total	\$298,200	

2. County shall pay a maximum amount not to exceed **\$298,200** for the performance of all things necessary for or incidental to the performance of work as set forth in the Scope of Services.

Program	<u>Total</u>
MHSSA Grant Program <i>Effective October 15, 2023 – August 30, 2025</i>	\$70,200
Rainbow Connections Innovation Program Supports <i>Effective September 6, 2024 – December 31, 2027</i>	\$ 154,500
Behavioral Health Bureau Media and Outreach Support <i>Effective August 1, 2026 – June 30, 2027</i>	\$73,500
Grand Total	\$298,200

3. There shall be no travel reimbursement allowed during this Agreement.
4. CONTRACTOR will submit a claim on a monthly basis using Exhibit C: Behavioral Health Invoice Forms for services rendered via email to MCHDBHFinance@countyofmonterey.gov.

5. Claims shall be submitted within thirty (30) days after the end of each month, and within thirty (30) calendar days after the termination date of this MOU. All claims not submitted after thirty (30) calendar days following the end of the fiscal year, or thirty (30) days after termination date of this MOU shall not be subject to reimbursement by the County.

B. CONTRACTORS BILLING PROCEDURES

1. NOTE: Payment may be based upon satisfactory acceptance of each deliverable, payment after completion of each major part of the Agreement, payment at conclusion of the Agreement, etc.
2. County may, in its sole discretion, terminate the contract or withhold payments claimed by CONTRACTOR for services rendered if CONTRACTOR fails to satisfactorily comply with any term or condition of this Agreement.
3. No payments in advance or in anticipation of services or supplies to be provided under this Agreement shall be made by County.
4. County shall not pay any claims for payment for services submitted more than twelve (12) months after the calendar month in which the services were completed.
5. DISALLOWED COSTS: CONTRACTOR is responsible for any audit exceptions or disallowed costs incurred by its own organization or that of its subcontractors.

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EXHIBIT C-3: INVOICE TEMPLATE

EXHIBIT C-3		County of Monterey Behavioral Health - Invoice Form				
Contractor:	Tovar Strategies, Inc. dba TMD Creative	Invoice Number:				
Address Line 1:	90 West Alisal Street	County PO No.:				
Address Line 2:	Salinas, CA 93901	Invoice Period:				
Tel. No.:	831-758-6425	Final Invoice :	(Check if Yes) 			
Contract Term:	October 15, 2023 - December 31, 2027	BH Control Number 				
BH Division :	Behavioral Health					

Date of Service	Service Description	Rate	Number of services for this	Dollar Amount Requested for this Period	N/A	N/A
	Program 1: Website Development	\$165/hour				
	Program 1: Messaging and Strategy	\$150/hour				
	Program 1: Design Services	\$165/hour				
	Program 1: Spanish Translation	\$135/hour				
	Program 2: Messaging and Strategy	\$200/hour				
	Program 2: Design Services	\$330/hour				
	Program 2: Social Media Management	\$1,200/month				
	Program 2: Spanish Translation	\$270/hour				
	Program 3: Messaging and Copywriting	\$200/hour				
	Program 3: Graphic Design Services	\$330/hour				
	Program 3: Social Media Management	\$1,200/month				
	Program 3: Video Production	\$937.50/video				
TOTALS:						

Provide Details for each Date Service:

I certify that the information provided above is, to the best of my knowledge, complete and accurate; the amount requested for reimbursement is in accordance with the contract approved for services provided under the provision of that contract. Full justification and backup records for those claims are maintained in our office at the address indicated.

Signature: _____

Title: _____

Date: _____

Telephone: _____

Email to:	MCHDBHFinance@countyofmonterey.gov	Behavioral Health Authorization for Payment
	Authorized Signatory _____	Date _____