



County of Monterey

Item No.

Board Report

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

Legistar File Number: 25-725

October 21, 2025

Introduced: 10/8/2025

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

Approve and authorize the Contracts Purchasing Officer or designee to execute an Amendment No. 2 to the Non-standard Agreement with Meltwater, for media monitoring software subscription services, extending the term of the agreement through November 2026, and increasing the contract amount by \$19,000 for a revised not to exceed amount of \$111,500.

RECOMMENDATION:

It is recommended that the Board of Supervisors approve and authorize the Contracts Purchasing Officer or designee to execute an Amendment No. 2 to the Non-standard Agreement with Meltwater, for media monitoring software subscription services, extending the term of the agreement through November 2026, and increasing the contract amount by \$19,000 for a revised not to exceed amount of \$111,500.

SUMMARY:

The County of Monterey (County) entered into an original agreement with Meltwater for media monitoring software subscription services with a term of December 1, 2023, through November 30, 2025, and a contract amount of \$60,000. The agreement was subsequently amended to secure services for the County's Laguna Seca Recreational Area or WeatherTech® Raceway, with an increase to the contract amount by \$32,500 for a revised amount of \$92,500.

Board authorization is sought to execute an Amendment No. 2, extending the term of the agreement by one additional year through November 30, 2026, and increasing the contract amount to \$111,500.

DISCUSSION:

Meltwater is a media intelligence software company empowering governments and organizations with a suite of high-level analytic solutions that spans media monitoring, journalist outreach, and social media management in a consolidated platform.

The application provides robust analytics in real-time that can help guide county messaging decisions, measure sentiment on any number of issues the County is facing, as well as provide highly strategic reporting that can help guide communications strategies across the organization. Services provided as part of this contract include global key-word searches, comprehensive monitoring, platform dashboards, custom alerts, newsletter platform, newsroom integration with website, media relations management, social media engagement management, mobile analytics, sentiment analysis, and consulting support.

Approval of the recommended action would secure vendor services for the County for an additional one-year period through November 2026 and increase the contract amount to \$111,500

OTHER AGENCY INVOLVEMENT/COMMITTEE ACTIONS:

County Counsel has reviewed the agreement as to form. The Auditor-Controller's Office reviewed the agreement but does not agree to the non-standard payment provisions.

FINANCING:

There is no impact to the FY 2025-26 approved budget resulting from the approval of this action.

Natividad Medical Center will contribute \$8,000 towards the total contract price of \$19,000.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

The recommended action aligns with the Board's Administrative Initiative to promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability, and transparency.

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

X Administrative

Prepared by: Karina Bokanovich, Management Analyst III

Reviewed by: Nicholas Pasculli, County Communications Director

Approved by: Nicholas Chiulos, Chief Assistant County Administrative Officer

Attachments:

Amendment No. 2 to Meltwater Non-Standard Agreement

Order Confirmation

Executed Non-Standard Agreement