



# COUNTY of VENTURA

**MELISSA LIVINGSTON**  
Director

February 27, 2024

## HUMAN SERVICES AGENCY

855 Partridge Drive  
Ventura, CA 93003  
805-477-5100

Board of Supervisors  
County of Ventura  
800 South Victoria Avenue  
Ventura, CA 93009

**JENNIE PITTMAN**  
Deputy Director  
Administrative Services

**VICTORIA JUMP**  
Deputy Director  
Aging & Disability Services

**Subject: Approval of, and Authorization for the Purchasing Agent to Sign, Amendment #3 to Increase, at No Additional Net Cost to the County, the Not-to-Exceed Amount from \$200,000 to \$229,830, an Increase of \$29,830, to the Contract with DBW Media, Inc., dba Consortium Media Services, for Marketing Services Through June 30, 2024; and Authorization for the Purchasing Agent to Approve and Sign Additional Limited Amendments Upon Certain Conditions.**

**DAVID SWANSON HOLLINGER**  
Deputy Director  
Children & Family Services

**MARISSA MACH**  
Deputy Director  
Community Access & Engagement

**ELAINE MARTINEZ**  
Deputy Director  
Community Services

## **Recommendations:**

1. Approve, and authorize the Purchasing Agent to sign, amendment #3 to increase, at no additional net cost to the County, the not-to-exceed amount from \$200,000 to \$229,830, an increase of \$29,830, to the contract with DBW Media, Inc., dba Consortium Media Services, for marketing services through June 30, 2024 (Exhibit 1.)
2. Authorize the Purchasing Agent to approve and sign additional limited amendments to (a) decrease, or increase up to ten percent, the amount of the contract, (b) extend the time for performance up to six months, and (c) make corrections, clarifications and technical changes, when the changes are consistent with the original purpose of the contract, subject to review and approval by County Executive Office and County Counsel.

## **Fiscal/Mandates Impact:**

Mandatory:	No
Source of Funding:	State
Funding Match Required:	No
Impact on other Departments:	None

## **Summary of Revenue and Costs:**

	<u>FY 2023-24</u>	<u>FY 2024-25</u>
<b>Revenue:</b>		
Direct	\$29,830	\$0
<b>Total Revenue</b>	<b>\$29,830</b>	<b>\$0</b>

<b>Costs:</b>		
Direct	\$29,830	\$0
Indirect	Minimal	Minimal
<b>Total Costs</b>	<b>\$29,830</b>	<b>\$0</b>
<b>Net County Cost</b>	<b>\$0</b>	<b>\$0</b>

There is no Net County Cost associated with this action. The marketing services are funded through a High Road Construction Careers grant from the California Workforce Development Board. There are sufficient revenues and appropriations in the HSA Adopted Budget for Fiscal Year (FY) 2023-24.

<b>FY 2023-24 Budget for HSA Workforce Development Division # 3450</b>				
	Adopted Budget	Adjusted Budget	Projected Budget	Estimated Savings/(Deficit)
Appropriations	\$10,047,682	\$12,483,570	\$12,991,610	(\$508,040)
Revenue	\$10,047,682	\$10,047,682	\$12,991,610	\$2,943,928
Net Cost	\$0	\$2,435,888	\$0	\$2,435,888

**Discussion:**

On July 1, 2022, the Purchasing Agent executed a contract with DBW Media, Inc., dba Consortium Media Services, in the amount of \$126,054 to conduct outreach and marketing for various workforce employment programs for the dates of July 1, 2022, through June 30, 2023. The contract was subsequently extended for an additional year from July 1, 2023, through June 30, 2024, and increased to a new total of \$200,000. With the additional funding request of \$29,830, Consortium Media Services will provide outreach, advertising placements and digital marketing within Ventura, Santa Barbara and San Luis Obispo Counties for the High Road Construction Careers program, a collaborative pre-apprentice program aimed at training 500 jobseekers, and those with barriers to employment, in the construction and labor trades.

The Workforce Development Board (WDB) Executive Committee approved the additional scope of work and contract increase at their meeting on January 25, 2024.

We ask your Board to approve, and authorize the Purchasing Agent to sign, the amendment to increase the not-to-exceed amount of the contract with DBW Media, Inc., by \$29,830, and authorize the Purchasing Agent to approve and sign additional limited amendments as detailed in recommendation two.

**Strategic Plan:**

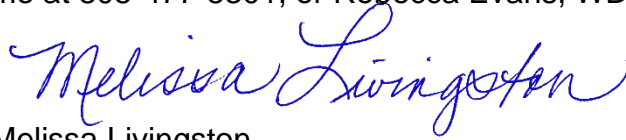
This item contributes to the Board of Supervisors (Board's 2024-2027) strategic priority to provide 'Fiscal Responsibility and Economic Vitality', Goal (2) Foster a thriving business ecosystem to create jobs, increase wages, and strengthen the local economy.

Board of Supervisors

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This item has been reviewed by the GSA Purchasing Agent, County Executive Office, the Auditor-Controller's Office and County Counsel. If you have any questions, please contact me at 805-477-5301, or Rebecca Evans, WDB Executive Director, at 805-477-5306.

A handwritten signature in blue ink that reads "Melissa Livingston". The signature is written in a cursive, flowing style.

Melissa Livingston

Director

Exhibit 1 – Consortium Media Services Amendment #3