

**AMENDMENT TO AGREEMENT  
BETWEEN THE COUNTY OF SAN MATEO AND  
VIVA SOCIAL IMPACT PARTNERS**

THIS AMENDMENT TO THE AGREEMENT, entered into this 11 day of June, 2024, by and between the COUNTY OF SAN MATEO, hereinafter called "County," and VIVA Social Impact Partners, hereinafter called "Contractor";

W I T N E S S E T H:

WHEREAS, pursuant to Government Code, Section 31000, County may contract with independent contractors for the furnishing of such services to or for County or any Department thereof;

WHEREAS, on January 9, 2024, the parties entered into an Agreement for a total obligation amount of \$200,000, for the term of December 01, 2023 through November 30, 2025 for the purpose of providing communication consulting services; and

WHEREAS, the parties wish to amend the Agreement to increase funding by \$47,000 for a new total obligation amount of \$247,000 to provide additional communication consulting services.

**NOW, THEREFORE, IT IS HEREBY AGREED BY THE PARTIES HERETO AS FOLLOWS:**

1. Section 3. **Payments**, of the agreement is amended to modify the third sentence to read as follows:

In no event shall County's total fiscal obligation under this agreement exceed TWO HUNDRED FORTY-SEVEN THOUSAND DOLLARS (\$247,000).

2. **Exhibit A—Services**, is amended to include the following additional scope:

**Area 1: Communications Planning (Year 1) - Focus Groups**

Based on the priorities identified by The Big Lift's communications planning group, VIVA will conduct 1 additional focus group with early elementary educators (TK-3) in addition to the groups included in the original scope of work. This additional focus group will ensure that elementary educators can be asked distinct questions about their experiences teaching reading and their impressions of The Big Lift.

In addition, to support successful community engagement, VIVA will manage the recruitment and enrollment processes for the focus groups, including creating

recruitment materials, creating registration forms, selecting and inviting participants, coordinating logistics, and administering incentives. VIVA will engage The Big Lift team and partner to help with initial outreach about the focus groups and will provide language and materials to support this.

**Area 2: Communications Implementation - Parent Website and PPT Template**

The Big Lift has the opportunity to create a reading-focused website for parent audiences, which will support the strategic plan strategy related to family engagement in literacy development. This reading-focused website would be a companion to the regular The Big Lift website, which is focused on the entire initiative and targeted to all audiences. VIVA will create this website using the Oakland Reads website as a template. The Big Lift's reading website will be branded as The Big Lift, with content updated and created to be tailored to The Big Lift and San Mateo County. Additionally, VIVA will develop a brand PowerPoint template to support The Big Lift's communications, and/or any emerging priorities for communications support, as identified by The Big Lift.

3. **Exhibit B—Payments and Rates**, is amended to include the following budget for additional scope and additional statement:

<b>Activity</b>	<b>Estimated Consulting Budget</b>
Focus Group Facilitation and Recruitment/Coordination	\$8,000
Website Development and PPT Template	\$38,000
Focus Group Incentives (for additional group)	\$1,000
Total Amendment Budget	\$47,000

VIVA will bill hourly using year 1 contract rates. Only actual time spent will be billed, not to exceed the total shown in the above table.

B.3 – County shall have the option to adjust funding across line items in the Budgets shown in Exhibit B and across fiscal years as agreed upon by both parties and approved by the County in writing as long as it does not exceed the total agreement obligation.

4. **All other terms and conditions of the agreement dated January 9, 2024, between the County and Contractor shall remain in full force and effect.**

