

RESOLUTION NO. .

BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA

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RESOLUTION AUTHORIZING AN AGREEMENT WITH ENVIRONMENTAL INNOVATIONS, INC. TO PROVIDE SOCIAL AND DIGITAL MARKETING, MEDIA BUYING, COMMUNICATIONS, AND OUTREACH SERVICES FOR ENVIRONMENTAL HEALTH SERVICES DIVISION OF SAN MATEO COUNTY HEALTH FOR ITS POLLUTION PREVENTION PROGRAM FOR THE TERM OF AUGUST 1, 2026 THROUGH JULY 31, 2029, IN AN AMOUNT NOT TO EXCEED \$999,999

RESOLVED, by the Board of Supervisors of the County of San Mateo, State of California, that

WHEREAS, the Pollution Prevention Program administered by the San Mateo County Health, Environmental Health Services Division (EHS) manages outreach programs that educate and motivate residents and businesses to protect the environment and public health; and

WHEREAS, in December 2025, EHS issued a Request for Proposals to procure social and digital marketing, media buying, communications, and outreach services for its Pollution Prevention Program; and

WHEREAS, EHS selected Environmental Innovations, Inc. based on their demonstrated ability to meet the service needs of EHS while offering the best value for the services solicited; and

WHEREAS, Environmental Innovations is a marketing agency with 20 years of experience working with government agencies on developing and implementing

effective environmental and public health campaigns that have driven sustainable behavior change; and

WHEREAS, Environmental Innovations will provide social and digital marketing, media buying, communications, and outreach services for EHS' Pollution Prevention Program; and

WHEREAS, EHS anticipates that securing Environmental Innovations services will enhance public health and environmental engagement and education for residents and businesses through more strategic outreach campaigns that drive sustainable behavior change; and

WHEREAS, this agreement has been presented to the Board of Supervisors for its consideration and approval, pursuant to which Environmental Innovations shall provide social and digital marketing, media buying, communications, and outreach services for EHS' Pollution Prevention Program for the term of August 1, 2026 to July 31, 2029 for a total obligation not to exceed \$999,999.00; and

WHEREAS, this Board has been presented with a form of such agreement, has examined and approved it as to both form and content, and desires to enter into the agreement.

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the Board of Supervisors be and is hereby authorized and directed to execute said agreement for and on behalf of the County of San Mateo, and the Clerk of the Board shall attest the President's signature thereto.

BE IT FURTHER RESOLVED that the Chief of San Mateo County Health or designee is authorized to execute contract amendments which modify the County's maximum fiscal obligation by no more than \$25,000 (in aggregate) and/or modify the contract term and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.

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