

RESOLUTION NO. .

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

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RESOLUTION AUTHORIZING AN AGREEMENT WITH S. GRONER ASSOCIATES, INC. TO PROVIDE SOCIAL AND DIGITAL MARKETING, MEDIA BUY SERVICES, AND COMMUNICATIONS SUBJECT MATTER EXPERTISE GUIDANCE TO ENVIRONMENTAL HEALTH SERVICES FOR ITS POLLUTION PREVENTION PROGRAM FOR THE TERM OF AUGUST 4, 2020 TO AUGUST 3, 2023, AND FOR A TOTAL OBLIGATION AMOUNT NOT TO EXCEED \$999,000

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 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 January 2020, EHS conducted a Request for Proposals (RFP) for a contract to provide social and digital marketing, media buy services, and communications subject matter expertise guidance for its Pollution Prevention Program; and

WHEREAS, EHS selected S. Groner Associates, Inc. (SGA) because it demonstrated the ability to meet the service needs of EHS while offering the best value for the services solicited; and

WHEREAS, SGA is a social marketing agency with over 20 years of experience working with local governments on developing and implementing effective environmental and public health campaigns that have driven sustainable behavior change; and

WHEREAS, SGA will provide social and digital marketing, media buy services, and communications subject matter expertise guidance for EHS' Pollution Prevention Program; and

WHEREAS, EHS' Pollution Prevention Program anticipates improving public health and environmental engagement and education efforts to its residents and businesses as a result of securing SGA's services help develop more strategic outreach campaigns that garner sustainable behavior change results; and

WHEREAS, there has been presented to the Board of Supervisor for its consideration and acceptance and agreement, reference to which is hereby made for further particulars, whereby SGA will provide social and digital marketing, media buy services, and communications subject matter expertise guidance for EHS' Pollution Prevention Program services for the term of August 4, 2020 to August 3, 2023 and for a total obligation amount not to exceed \$999,000; and

WHEREAS, the Board has approved the agreement 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 County Health or her 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.