

RESOLUTION NO. 081135

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

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**RESOLUTION AUTHORIZING AN AMENDMENT TO THE AGREEMENT WITH VIVA
SOCIAL IMPACT PARTNERS, TO PROVIDE ADDITIONAL COMMUNICATION
CONSULTING SERVICES, INCREASING THE AMOUNT BY \$99,955, FOR A NEW
TOTAL OBLIGATION AMOUNT NOT TO EXCEED \$346,955**

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

WHEREAS, on July 26, 2023, the San Mateo County Human Services Agency, Office of the Agency Director, issued a Request for Proposals for The Big Lift Communications Services to increase The Big Lift's visibility and build public will for its mission; and

WHEREAS, after conducting a Request for Proposals, the Human Services Agency and VIVA Social Impact Partners (VIVA) entered into a Director-level agreement on January 9, 2024, for a term of December 1, 2023, to November 30, 2025, for a total obligation amount not to exceed \$200,000 to provide communication consulting services; and

WHEREAS, on June 11, 2024, by Resolution No. 080432, the Board approved an amendment to the Agreement to increase funding by \$47,000 for a new total obligation amount of \$247,000; and

WHEREAS, to expand awareness of this vital resource, additional funding will support a targeted outreach campaign, including paid digital and transit advertising, earned media, and community-based promotion through bookmarks, posters, and promotional stands; and

WHEREAS, VIVA will collaborate with The Big Lift to develop messaging, produce materials, and manage ad placements, while The Big Lift will lead engagement and distribution efforts with partners; and

WHEREAS, beyond the campaign, the funding will enhance The Big Lift's communications capacity through a light-touch audience growth initiative, an upgraded email outreach platform with CRM functionality, and the creation of an educator resources hub; and

WHEREAS, funding will also support the development of content recognizing Inspiring Summers' 10-year impact and provide additional communications support to strengthen engagement across stakeholders; and

WHEREAS, the parties wish to amend the Agreement to increase funding by \$99,955 for a new total obligation amount not to exceed \$346,955, to provide the aforementioned additional communication consulting services and adjust budget table expenses by replacing Exhibit B.

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the President of this Board of Supervisors be and is hereby authorized and directed to execute said Amendment 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 Director of the Human Services Agency or designee is authorized to execute contract amendments which modify the County's maximum fiscal obligation by no more than \$25,000 (in the 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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RESOLUTION NUMBER: 081135

Regularly passed and adopted this 6th day of May, 2025

AYES and in favor of said resolution:

Supervisors:

JACKIE SPEIER

RAY MUELLER

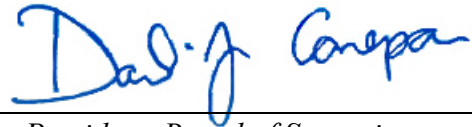
LISA GAUTHIER

DAVID J. CANEPA

NOES and against said resolution:

Supervisors:

NOELIA CORZO



*President, Board of Supervisors
County of San Mateo
State of California*

Certificate of Delivery

I certify that a copy of the original resolution filed in the Office of the Clerk of the Board of Supervisors of San Mateo County has been delivered to the President of the Board of Supervisors.



Assistant Clerk of the Board of Supervisors