

RESOLUTION NO. .

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

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RESOLUTION AUTHORIZING THE DIRECTOR OF THE COUNTY OF SAN MATEO SUSTAINABILITY DEPARTMENT, OR DESIGNEE(S), TO EXECUTE THE AMENDMENT TO THE AGREEMENT WITH ADMANOR, INC. TO PROVIDE ON-CALL ADVERTISING AGENCY SERVICES, INCREASING THE AMOUNT OF THE AGREEMENT BY \$50,000, TO AN AMOUNT NOT TO EXCEED \$249,999

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

WHEREAS, the Sustainability Department requires on-call professional services of an advertising agency to advise on strategy and creative, devise media plans, and place, purchase, and track advertising on social media, in newspapers, digital, broadcast, and other media; and

WHEREAS, in July 2025, the Sustainability Department issued a Request for Proposals (RFP) for procuring these services and received nine proposals, eight of which were screened for review; and

WHEREAS, AdManor, Inc. was determined by the RFP evaluation committee to provide the best value to the County and should be selected as the vendor for these services; and

WHEREAS, an agreement was entered into for on-call advertising agency services for the term of August 22, 2025 through August 21, 2028, in an amount not to exceed \$199,999; and

WHEREAS, the original agreement will be amended to accommodate the grant from the Bay Area Air Quality Management District to amplify the success of the San Mateo County “Let’s Go Electric” digital media campaign to raise awareness of the improved health and sustainability benefits of home electrification and resources available for homeowners in all nine Bay Area counties (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma) and will elevate the County’s regional leadership in this area and bring additional funding to the County for this work; and

WHEREAS, this amendment will increase the amount of the agreement by \$50,000 to an amount not to exceed \$249,999; and

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

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the Director of the Sustainability Department, or designee(s) is hereby authorized and directed to execute an amendment to the agreement with AdManor, Inc. increasing the amount of the agreement by \$50,000 to an amount not to exceed \$249,999 for and on behalf of the County of San Mateo.

BE IT FURTHER RESOLVED that the Director of the Sustainability Department, or the Director's 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 terms and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.

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