

RESOLUTION NO.

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

* * * * *

RESOLUTION AUTHORIZING AN AMENDMENT TO THE AGREEMENT WITH THE SOCIAL CHANGERY, LLC TO PROVIDE SOCIAL MEDIA OUTREACH FOR THE HEALTH DECODED CAMPAIGN AND CONDUCT A PERINATAL OUTREACH CAMPAIGN, EXTENDING THE TERM THROUGH JUNE 30, 2026, AND INCREASING THE AMOUNT BY \$787,000 TO AN AMOUNT NOT TO EXCEED \$1,357,000

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

WHEREAS, on September 8, 2023, Behavioral Health and Recovery Services (BHRS) released a Request for Proposal seeking qualified contractors to provide Health Decoded marketing campaign services, and BHRS selected The Social Changery, LLC to provide these services; and

WHEREAS, on October 3, 2023, the Chief of San Mateo County Health approved an agreement with The Social Changery, LLC to develop a campaign that effectively communicates the impact of the Mental Health Services Act on behavioral health services for the term of September 15, 2023 through June 30, 2024, in an amount not to exceed \$120,000; and

WHEREAS, on February 27, 2024, this Board approved an amendment to the agreement with The Social Changery, LLC to add social media outreach services for the Health Decoded campaign and conduct a perinatal outreach campaign extending the term through June 30, 2025, and increasing the total agreement amount by \$450,000 to an amount not to exceed \$570,000; and

WHEREAS, there has been presented to this Board of Supervisors for its consideration and acceptance an amendment to the agreement extending the term through June 30, 2026, and increasing the total agreement maximum amount by \$787,000 for a new agreement amount not to exceed \$1,357,000; and

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

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 to the agreement for and on behalf of the County of San Mateo, and the Clerk of this 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.

* * * * *