

RESOLUTION NO. .

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

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RESOLUTION AUTHORIZING AN AGREEMENT WITH TRUE NORTH, INC. TO PROVIDE MEDIA CAMPAIGN SERVICES TO COMMUNICATE COVID-19-RELATED PUBLIC HEALTH INFORMATION THROUGH CREATIVE CONTENT AND MEDIA PLACEMENT IN AN AMOUNT NOT TO EXCEED \$625,000 THROUGH MARCH 31, 2022

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

WHEREAS, since the emergence of the COVID-19 pandemic in early 2020, the County has taken extensive steps to prevent and respond to its spread, including funding, supporting and coordinating testing, contact tracing, isolation, quarantine and treatment for infected individuals, public health and safety communications and interventions, issuance and enforcement of health orders, health system response and vaccination programs; and

WHEREAS, as part of its response, the County has dedicated resources to ensuring countywide dissemination of essential public health information to save lives and protect health and safety; and

WHEREAS, on May 11, 2020, the County Manager, after completing an RFP process and pursuant to authority granted by this Board under Resolution No. 077305 to enter into contracts for goods and services related to the pandemic in amounts up to \$500,000, entered into an agreement with True North, Inc. to establish a San Mateo County Resiliency Media Campaign (the “Comeback Campaign”); and

WHEREAS, the Comeback Campaign is designed to communicate essential public health information relating to the pandemic to the public through television, print, digital and out of home advertising in multiple languages and has reinforced the important public health measures of handwashing, masking and social distancing, and has also been used to facilitate more targeted outreach to impacted populations; and

WHEREAS, a comprehensive new agreement (the “Agreement”) has been presented to this Board that would cover all anticipated services by True North going forward and provide funding for the Comeback Campaign through March 31, 2022; and

WHEREAS, to effectively communicate essential public health information relating to the pandemic, including to promote vaccine access, the County Manager’s Office and County Health in partnership with the Health Plan of San Mateo wish to expand their multi-lingual outreach efforts countywide with paid advertising and direct mail to augment targeted outreach to specific communities with lower vaccination rates than the County average, and the proposed new Agreement with True North that is presented to this Board will implement this expanded public health communication effort; and

WHEREAS, the expanded outreach effort will be countywide via paid advertising in mainstream and community media (including TV and radio) and direct mail to Health Plan of San Mateo and San Mateo Medical Center clients identified as unvaccinated to promote vaccine access, and address both the risks of staying unvaccinated and the rewards of getting the shots, which efforts will complement the ongoing targeted, community-based outreach and build on the momentum of the first

two phases of the Comeback Campaign, which encouraged residents to take proactive safety steps and “come together;” and

WHEREAS, there has been presented to this Board for its consideration and approval a new Agreement with True North to provide media campaign services to the County in connection with its public health communication efforts through March 31, 2022 under which the County’s total fiscal obligation is not to exceed \$625,000; and

WHEREAS, this Board has been presented with a form of the Agreement and has examined it 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 President of this 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 County Manager 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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