

RESOLUTION NO. _____

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

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**RESOLUTION AUTHORIZING A WAIVER OF THE REQUEST FOR PROPOSAL
PROCESS AND APPROVING A THIRD AMENDMENT TO THE AGREEMENT WITH
STOREFRONT POLITICAL MEDIA TO REVISE THE SCOPE OF SERVICES, TO
INCREASE THE MAXIMUM AMOUNT PAYABLE THEREUNDER BY \$147,750, TO
AN AMOUNT NOT TO EXCEED \$640,450, AND TO EXTEND THE TERM OF THE
AGREEMENT THROUGH JUNE 30, 2022**

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

WHEREAS, County health data shows that certain vulnerable populations in
San Mateo County continue to be disproportionately affected by the Covid-19
pandemic; and

WHEREAS, underlying conditions, such as crowded households, risk of
COVID-19 exposure from working in essential jobs that cannot be performed remotely,
and lack of access to affordable health care services are long-term challenges
contributing to the spread of the virus; and

WHEREAS, while the County's "Comeback" campaign is designed to reach all
San Mateo County residents, it is desirable to develop and implement a supplemental
outreach effort that will take a grass roots, micro-targeted, action-oriented approach to
reach people at higher risk for COVID-19 due to these underlying conditions; and

WHEREAS, the Office of Community Affairs is focused on outreach to
vulnerable communities and increase awareness of COVID-19 safety guidelines and
COVID-19 vaccination to slow the spread of the virus; and

WHEREAS, a critical component of achieving this goal is creating communication materials and developing the framework for a digital creative plan to increase awareness of the COVID-19 virus and how to prevent its spread, as well as conduct COVID-19 vaccination outreach; and

WHEREAS, acting as the County's Director of Emergency Services, and pursuant to Resolution Number 077305 of this Board, the County Manager executed an agreement dated August 4, 2020 with Storefront Political Media (Storefront), which agreement has been amended twice thereafter to revise its scope, to extend its term and to increase the amount authorized to be expended thereunder, pursuant to which Storefront is working with the Office of Community Affairs to develop and implement this supplemental outreach for the term of August 4, 2020 through December 31, 2021, for an amount not to exceed \$492,700; and

WHEREAS, in support of the County's ongoing COVID-19 response efforts, this Board of Supervisors has determined that it is desirable to again amend the agreement to further revise its scope, extend its term, and increase the amount authorized to be expended thereunder; and

WHEREAS, because the tasks identified in the scope of work set forth in this amendment to the agreement require very similar approaches to those developed and employed by Storefront in performing the other tasks contained within the scope of the agreement, this Board has determined that the best interests of the County would be served without the necessity of competitive bidding for the scope of work covered by the agreement, as amended; and

WHEREAS, there has been presented to this Board of Supervisors for its consideration a third amendment to the Agreement to revise the scope of services

therein; to increase the maximum amount payable thereunder by \$147,750, to an amount not to exceed \$640,450; and to extend the term of the agreement through June 30, 2022 and this Board of Supervisors has reviewed and considered this amendment to the agreement as to form and content and desires to enter into it.

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the President of the Board of Supervisors is authorized and directed to execute this amendment to the Agreement for and on behalf of the County of San Mateo.

IT IS FURTHER DETERMINED AND ORDERED that any of the provisions of the San Mateo County Ordinance Code that otherwise require competitive processes, including a request for proposals, are waived with respect to the scope of work set forth in the Agreement, as amended.

IT IS FURTHER DETERMINED AND ORDERED that the County Manager or designee is authorized to execute further 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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