

RESOLUTION NO.

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

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RESOLUTION AUTHORIZING AN AMENDMENT TO THE AGREEMENT WITH COLU TECHNOLOGIES (US) INC. FOR THE DEVELOPMENT, LICENSING, AND MAINTENANCE OF THE CHOOSE LOCAL SAN MATEO COUNTY MOBILE APPLICATION, EXTENDING THE TERM OF THE AGREEMENT TO SEPTEMBER 30, 2022 AT A COST OF \$45,000 USING FUNDS PREVIOUSLY ALLOCATED FOR SHOP LOCAL APPLICATION SHOPPER INCENTIVES

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

WHEREAS, stakeholders including the San Mateo County COVID Recovery Initiative Economic Recovery Committee and the County Workforce Development Board advocated for a “Shop Local” campaign to incentive consumers to support the County’s small businesses as they seek to recover from the devastating impacts of the COVID-19 public health emergency; and

WHEREAS, on June 8, 2021, the Board approved an agreement with Colu Technologies (US) Inc. (“Colu”) pursuant to which Colu agreed to develop, license, and maintain a pilot San Mateo County “Shop Local” application for a five-month term, with options to extend the initial term for up to six months (the “Agreement”), which options the County exercised; and

WHEREAS, the Board allocated a total of \$300,000 for the pilot application: \$100,000 to Colu under the Agreement, plus up to \$200,000 for shopper incentives to promote the application; and

WHEREAS, the pilot application, named “Choose Local San Mateo County”, launched in November 2021 in eight areas throughout San Mateo County—Daly City, South San Francisco, Millbrae, San Mateo, San Carlos, Redwood City, North Fair Oaks, and Half Moon Bay; and

WHEREAS, since the launch, five more cities—Belmont, Burlingame, Colma, Menlo Park, and San Bruno—have been added to the Choose Local San Mateo County application and ongoing discussions continue with the cities of Pacifica, Foster City, East Palo Alto, and Portola Valley; and

WHEREAS, to date, the Choose Local San Mateo County application has been downloaded by 2,836 unique users and currently lists 961 local participating businesses, including locally owned restaurants, salons, coffee shops, bakeries, fitness studios, clothing stores, pet stores, and grocery stores; and

WHEREAS, because the Choose Local San Mateo County application was launched in November of 2021 at the beginning of the winter COVID-19 surge, customer participation was lower than expected and the application’s overall impact on local businesses has not been adequately tested; and

WHEREAS, the Board desires to amend the Agreement to extend the term to September 30, 2022 and increase the not-to-exceed amount by \$45,000 to \$145,000 (“Amendment”); and

WHEREAS, of the \$200,000 originally allocated by the Board for shopper incentives, only \$110,000 has been spent, leaving a current balance of \$90,000; and

WHEREAS, the Board desires to reallocate \$45,000 of the remaining \$90,000 originally allocated for shopper incentives to fund the increased not-to-exceed amount under the Amendment.

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the County Executive, or designee(s), is hereby authorized and directed to execute the Amendment for and on behalf of the County, extending the term of the Agreement through September 30, 2022 and increasing the not-to-exceed amount by \$45,000 to \$145,000, funding for which shall come from the \$200,000 originally allocated by the Board for shopper incentives to promote the Choose Local San Mateo County application.

BE IT FURTHER RESOLVED that the County Executive, or designee(s), 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.

BE IT FURTHER RESOLVED that the County Executive, or designee(s), is authorized to apply state and/or federal funds, to include those appropriated by the American Rescue Plan Act, that may be made available for all or a portion of the monies expended on the Agreement and/or the Amendment.

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