

RESOLUTION NO. _____

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

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RESOLUTION AUTHORIZING AN AGREEMENT WITH STOREFRONT POLITICAL MEDIA TO PROVIDE MEDIA OUTREACH AND COMMUNICATIONS SERVICES FOR THE TERM OF JULY 1, 2022 THROUGH JULY 1, 2025, FOR AN AMOUNT NOT TO EXCEED \$398,000

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

WHEREAS, the County of San Mateo Office of Community Affairs serves as a liaison between County departments and the community, overseeing special projects like the Census 2020, the Middlefield Road Improvement Project, Immigrant Services, public art and beautification projects, and rezoning within the community; and

WHEREAS, the Office of Community Affairs issued a Request for Quotations for qualified Contractor(s) to assist in the development and implementation of media outreach and communications support for the County and its programs and outreach campaigns, with an intentional focus on reaching culturally and linguistically diverse communities; and

WHEREAS, the Office of Community Affairs identified Storefront Political Media's proposal as superior to develop and implement effective media outreach and communication efforts that will take a grassroots, micro-targeted, action-oriented approach to reach all San Mateo County residents, with an intentional focus on reaching culturally and linguistically diverse communities; and

WHEREAS, Storefront Political Media has experience working with existing San Mateo County departments, and with serving San Mateo County residents, and has the ability to begin immediately providing these services; and

WHEREAS, this Board of Supervisors has been presented with a form of agreement for consideration, under which Storefront Political Media would provide media outreach and communications services for the County for the period of July 1, 2022 through July 1, 2025, for an amount not to exceed \$398,000; and

WHEREAS, this Board of Supervisors has reviewed and considered this 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 said Agreement for and on behalf of the County of San Mateo, and the Clerk of this Board shall attest the President's signature thereto.

IT IS FURTHER DETERMINED AND ORDERED that the County Manager or the County Manager'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 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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