

RESOLUTION NO. _____

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

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RESOLUTION AUTHORIZING AN AGREEMENT WITH NEXT STEPS MARKETING, INC. TO PROVIDE SOCIAL AND DIGITAL MARKETING, MEDIA BUYS, COMMUNICATIONS, AND OUTREACH SERVICES FOR ENVIRONMENTAL HEALTH SERVICES FOR ITS POLLUTION PREVENTION PROGRAM FOR THE TERM OF AUGUST 1, 2023, THROUGH JULY 31, 2026, IN AN AMOUNT NOT TO EXCEED \$999,000

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

WHEREAS, the Pollution Prevention Program administered by the San Mateo County Health Environmental Health Services (EHS) division manages outreach programs that educate and motivate residents and businesses to protect the environment and public health; and

WHEREAS, on March 13, 2023, EHS conducted a Request for Proposals for a contract to provide social and digital marketing, media buys, communications, and outreach services for its Pollution Prevention program; and

WHEREAS, EHS selected Next Steps Marketing, Inc. because the agency demonstrated the ability to meet the service needs of EHS while offering the best value for the services solicited; and

WHEREAS, Next Steps Marketing, Inc. is a marketing agency with over 10 years of experience working with government agencies on developing and implementing effective environmental and public health campaigns that have driven sustainable behavior change; and

WHEREAS, EHS' Pollution Prevention program anticipates improving public health and environmental engagement and education efforts to its residents and businesses as a result of securing Next Steps Marketing, Inc. services to help develop more strategic outreach campaigns that garner sustainable behavior change results; and

WHEREAS, this has been presented to the Board of Supervisors for its consideration and acceptance and agreement, reference to which is hereby made for further particulars, where by Next Steps Marketing, Inc. shall provide social and digital marketing, media buys, communications, and outreach services for EHS' Pollution Prevention program for the term of August 1, 2023 to July 31, 2026 for a total obligation not to exceed \$999,000; and

WHEREAS, the Board of Supervisors has approved the agreement as to both form and content desires to enter into the agreement.

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the Board of Supervisors be and is hereby authorized and directed to execute said agreement or and on behalf of the County of San Mateo, and the Clerk of the Board shall attest the President's signature there to.

BE IT FURTHER RESOLVED that the Chief of County Health or their designee is authorized to execute contract amendments, which modify the County's maximum fiscal obligation no more than \$25,000 (in aggregate) and/or modify the contract term and/or services so long as the modified term or service is/are within the current or revised fiscal provisions.

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