



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Information Services



Date: September 8, 2015
Board Meeting Date: October 20, 2015
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Jon Walton, CIO/Director, Information Services Department

Subject: Amendment with GovDelivery, Inc. for e-mail subscription services

RECOMMENDATION:

Adopt a resolution authorizing an amendment with GovDelivery, Inc. for a Software as a Service (SaaS) solution for e-mail subscription services, extending the term through October 31, 2016 and increasing the amount by \$45,423 for a not to exceed amount of \$130,683.

BACKGROUND:

E-mail subscription services allow members of the public, including County residents and those interested in County activities, to self-subscribe to information on various web pages and to be notified of updates. This decreases the amount of County staff time spent managing e-mail subscription lists. In the County, departments typically use GovDelivery to manage mailing lists for meeting agendas and minutes.

GovDelivery is the only digital marketing platform intended exclusively for public sector organizations. After surveying the market, the Information Services Department (ISD) was unable to find another vendor offering similar support and unlimited users.

On October 17, 2013, ISD entered into an agreement with GovDelivery for a software as a service (SaaS) solution for email subscriptions services. On October 6, 2014, an amendment was executed to continue services with GovDelivery, increasing the agreement amount by \$43,260, and extending the term through October 31, 2015.

DISCUSSION:

With the Board's approval, GovDelivery, Inc. will continue providing e-mail subscription services. As of August 2015, the County had a total of 17,388 subscribers and 50,259 subscriptions. Approximately thirteen County departments currently use GovDelivery to inform and engage residents.

The resolution contains the County's standard provision allowing amendment of the County's fiscal obligations by a maximum of \$25,000 (in aggregate).

The amendment and resolution have been reviewed and approved by County Counsel as to form.

This amendment contributes to the Shared Vision 2025 outcome of a Collaborative Community by using digital engagement tools to reach and engage with County residents.

PERFORMANCE MEASURE(S):

Measure	FY 2015-16 Actual	FY 2016-17 Projected
Increase in Subscribers	4,000	4,200

FISCAL IMPACT:

The new total not to exceed amount of the agreement, including this \$45,423 amendment is \$130,683. The funding of this agreement is included in ISD's FY 2015-2016 budget and will be included in future budgets. E-mail subscription services are included in the Core Service charge for ISD's Web Services.