

**THIRD AMENDMENT TO AGREEMENT
BETWEEN THE COUNTY OF SAN MATEO AND
ECOLOGY ACTION**

THIS THIRD AMENDMENT TO THE AGREEMENT, entered into this 4th day of June 2019, by and between the COUNTY OF SAN MATEO, hereinafter called "County," and Ecology Action, hereinafter called "Contractor";

W I T N E S S E T H:

WHEREAS, pursuant to Government Code, Section 31000, County may contract with independent contractors for the furnishing of such services to or for County or any Department thereof;

WHEREAS, the parties entered into an Agreement for Green Business Program services on November 1, 2017; and

WHEREAS, the parties extended the term of the Agreement to October 31st, 2020 through a previous amendment on February 26th, 2019; and

WHEREAS, the parties wish to amend the Agreement to increase support for Green Business Program coordination, recruitment, certification, and marketing, including funds for Green Business recruitment and recognition events, outreach materials and advertising, and additional resources for two to four community-based organizations to assist with recruitment and certification in socially vulnerable communities and/or of minority and women-owned businesses, increasing the amount by \$197,458 for a new not to exceed amount of \$523,091.

NOW, THEREFORE, IT IS HEREBY AGREED BY THE PARTIES HERETO AS FOLLOWS:

1. Scope 1 of Exhibit A on page 10 of the agreement is amended to read as follows:

Revised Exhibit A, (rev. May 2019)

Scope 1: Business Certification and Coordination

Contractor will develop and implement a program that allows for purchase of qualified Green Business certification items and upgrades for businesses, and assist businesses in also accessing rebates available through the California Green Business Network and other sources. Contractor will research and purchase Green Business "Kits" with items commonly needed for certification. This would lower some of the common barriers businesses have toward achieving certification.

- Purchase of Green Business Certification Items and Upgrades: Contractor will purchase key items and upgrades to assist businesses to achieve certification. Contractor will purchase items directly for delivery (and installation) at client businesses. Up to \$500/business is available. Items will be verified to be necessary for certification and staff will ensure that the business follows through with at least

the Participant Tier prior to purchase of items.

- Green Business Kits: Contractor will pre-purchase an inventory of commonly needed items. These items would be distributed to businesses along with conservation signage and other available resources depending on the business sector. These items may include but are not limited to:
 - 1) Desk Recycle Bins
 - 2) Hanging Trash Side Bin
 - 3) Compost Bins
 - 3) Hand Soap
 - 4) Dish Soap
 - 5) All Purpose Cleaner
 - 6) Neutral Floor Cleaner
 - 7) Window Cleaner
 - 8) Toilet Paper Sample
 - 9) Facial Tissue Sample
 - 10) Toilet Bowl Cleaner
 - 11) Copy Paper Case
 - 12) Paper Towel Pack
 - 13) Common LEDs
 - A Lamps
 - MR16 Track LED
 - Occupancy Sensor Switches
 - 14) 1.5gpm Showerheads
 - 15) Pre-Rinse Spray Nozzle

Contractor will provide additional staff time to coordinate successful recruitment and certification of businesses. Student interns from local colleges and universities will be utilized for recruitment of businesses and event logistics. A cohort of 4-6 interns will be trained on business recruitment techniques and overseen throughout the remainder of the contract. These interns will then be responsible for door to door and phone recruitment of businesses. They will also assist with event promotion, attracting potential businesses to attend events.

Interns will be paid \$20/hour and receive academic credit and training (where available). Coordination with the College of San Mateo and Stanford University will be conducted to attract students, while simultaneously certifying College of San Mateo facilities. Students will work to identify and recruit new businesses through canvassing and sales calls and will have an opportunity to help businesses understand and complete the certification checklist.

2. Scope 6 of Exhibit A of the agreement, on page 8 the First Amendment, is amended to read as follows:

Scope 6: (Rename to) Recruitment, Events and Marketing

Assist in marketing, recruitment activities and events to recruit businesses to enroll in the program. The following tasks will be accomplished:

- Hold at least one “Lunch and Learn”, with door to door recruitment, social media and other advertisements leading up to the events, to recruit participation. This

strategy will be tested for effectiveness after the first lunch and learn. If it does not yield significant enrollment, then this strategy will be discontinued.

- Present at business events where possible, such as chamber or business association events. Partner with program partners such as small business development centers, economic development groups, chambers of commerce and others to broadcast the event and the Green Business Program widely through their online channels.
- MailChimp Newsletter - Develop and mail quarterly newsletter with relevant content for San Mateo County Green Businesses and program partners.
- Using material from a previously completed local business photoshoot, create imagery for other promotional campaigns on Facebook, Twitter, Instagram, and Next Door. Specifically develop posts and ads that will be shared via the San Mateo County Facebook Page and other social media outlets. This could include basic short form video as well.
- Design and coordinate digital (online) and print ads. Create online and print advertising for key outlets.
- Shop Green Week - Coordination and design of campaign materials - This involves a push to encourage the public to shop green, a mixer, and additional efforts to recruit new businesses. This would include promotion in a specific geographical location such as a downtown area, online and print advertising, and increasing visibility of the County's certified businesses; for example, developing banners, flags, table tents, and more that can be displayed by certified Green Businesses. In addition, Contractor will develop a Green Business campaign tailored to San Mateo County that aligns with Earth Month. The first year of the extended contract, Contractor will promote the idea through various marketing channels County-wide. If recruitment efforts are successful and Contractor certifies a significant number of retail neighborhood businesses in one or more business districts by December 2019, then in the second year of the extended contract, the Contractor will enlist a shopping district or association to partner with where there is a significant concentration of Green Businesses. Contractor will generate marketing materials to promote Green Businesses in the area and shop green week in the region. A mixer will be held in the area and will be open to the public. Contractor will advertise in a variety of marketing channels including Facebook and Google Ads. Remaining Shop Green funds will be spent on related recruitment of new Green Business Program participants.
- Contractor will assist with the coordination of events. Tasks may include helping with venue and catering research, and general event support.

Contractor will further deploy planned marketing strategies to develop more awareness of the Green Business Program and recruit businesses. Contractor will develop an Intern Program to assist with door to door and event outreach and recruitment. The following tasks are planned:

- Contractor will purchase necessary promotional tools such as signage, stands and banners utilizing upcycled materials where available. These materials will be used at sponsored events such as Redwood City Music in the Park or other such venues where a presence will increase awareness and attract the interest of potential applicant Green Businesses.
- At least two Green Business mixers or events will be held during the contract duration; one during fiscal year 2019/2020 and one during the early part of fiscal

year 2020/2021. Contractor will coordinate all logistics, including catering, venue, printing of materials, event promotion, and other event planning details.

- Digital marketing will be used to recruit more businesses in San Mateo County to enroll in the program. An advertising campaign utilizing available media (within budget) such as radio, print, bus-side, billboard or other will be implemented by the Contractor.
- Contractor will print all necessary materials, such as recruitment rack cards, flyers for events, window clings, etc.

3. Exhibit A is amended to add Scope 7:

Scope 7: Community Based Organization Involvement

Contractor will facilitate, train, and coordinate the involvement of two to four competitively selected community-based organizations (CBOs) through sub-contracts. The CBOs in turn will recruit businesses and complete the participant level certification for small and medium women and minority-owned businesses and/or businesses in socially vulnerable communities. Contractor will work with CBOs to learn and implement best practices for recruitment for their respective communities. Contractor will coordinate with CBOs to assure businesses can complete full certification when possible.

The ideal CBOs will be organizations that already provide workforce development and youth leadership programs in socially vulnerable areas. The CBO would recruit and pay outreach workers. These participants would gain skills that could make them more competitive for jobs in green business programs, energy efficiency, etc. At least one CBO will have a Spanish or other language outreach emphasis, allowing the San Mateo Green Business Program capacity to serve business owners that do not speak English. The following tasks will be accomplished:

- Identify appropriate CBO(s) to subcontract with through a competitive application process.
- Train CBOs on Green Business Program.
- CBO to collaborate with Contractor to create culturally & linguistically appropriate training for canvassing and participant level certification.
- CBO to identify participants (could be existing talent within their program areas or new talent to be trained).
- Contractor, San Mateo County staff and CBO trains participants.
- CBO to coordinate and supervise participants in completing canvassing and participant level certifications (Pay will be consistent with the County's living wage ordinance. As participants build capacity to manage participant level, Contractor will provide them with a raise).
- CBO will interview business owners or hold at least one focus group to identify roadblocks and possible incentives to increase program participation.
- Contractor and CBO will help County develop an incentive program to pay for some of the certification costs for underserved businesses. This includes Contractor paying directly for approved items, including retrofits or supplies.
- CBO identifies promising SMC-based talent from socially vulnerable communities for development to be able to fully certify businesses beyond the participant level. This could serve as a potential pipeline for a future role as SMC employed Green

Business employee.

- Contractor will work with CBO to translate materials where necessary.

4. Exhibit B is amended to read as follows:

Revised Exhibit B, (rev. May 2019)

In consideration of the services provided by Contractor described in Revised Exhibit A (rev. May 2019) and subject to the terms of the Agreement, County shall pay Contractor based on the following fee schedule and terms:

Contractor shall not begin work on a task until a task order has been given by the County. Contingency funds and task(s)/deliverable(s) must be pre-approved by the County prior to commencing said task or deliverable.

Contractor shall bill the San Mateo County Office of Sustainability on a monthly basis for work completed the previous month. Billing shall include names of staff, a summary of tasks completed, payment/hourly rates, hours billed per staff with subtotals, additional non-labor costs, and a final total cost of the invoice. Invoices will be reviewed by County staff and processed by the Department’s fiscal team within 30 days of approval of invoice by the County. The total amount of this contract will not exceed \$523,091 during the term of the agreement.

	Nov. - 2017 Apr. 2019	May - June 2019	Jul. - Aug. 2019	Sep. - Oct. 2019	Nov. - Dec. 2019	Jan. - Feb. 2020	Mar. - Apr. 2020	May - June 2020	July - Aug. 2020	Sep. - Oct. 2020
Scope 1 Business Certification & Coordination	x	x	x	x	x	x	x	x	x	x
Scope 2 Technical Expertise to Staff (Complete)	x	x	x	x	x					
Scope 3 Backup Coordination (Complete)	x	x	x	x	x					
Scope 4 Outreach - Strategic Planning, Marketing, Plan, Materials Development (complete)	x									
Scope 4 Outreach - Events and Workshops (complete)	x	x			x					

Scope 4 Outreach - Ethnic Community Outreach, Materials Translation, Partner Training (complete)	x	x	x	x	x					
Scope 4 Outreach - Business Outreach (complete)	x		x	x	x					
Scope 4 Outreach - Research and Evaluation	x									
Scope 5 - Reporting and Billing	x	x	x	x	x	x	x	x	x	x
Scope 6 - Recruitment, Events and Marketing						x	x	x	x	x
Scope 7 - Community Based Involvement						x	x	x	x	x

5. All other terms and conditions of the agreement dated the 1st day of November 2017, and amended on the 1st day of August 2018, and the 26th day of February 2019, between the County and Contractor shall remain in full force and effect.

In witness of and in agreement with this Agreement's terms, the parties, by their duly authorized representatives, affix their respective signatures:

For Contractor: Ecology Action


Contractor Signature

5/14/19
Date

Chuck Tremper
Contractor Name (please print)

COUNTY OF SAN MATEO

By:
President, Board of Supervisors, San Mateo County

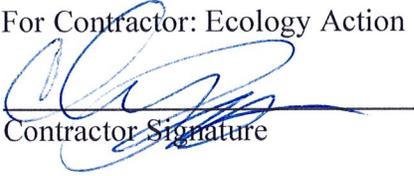
Date:

ATTEST:

By:
Clerk of Said Board

In witness of and in agreement with this Agreement's terms, the parties, by their duly authorized representatives, affix their respective signatures:

For Contractor: Ecology Action


Contractor Signature

5/13/19
Date

Chuck Tremper
Contractor Name (please print)

COUNTY OF SAN MATEO

By:
President, Board of Supervisors, San Mateo County

Date:

ATTEST:

By:
Clerk of Said Board

Previous Budget		\$325,633								
Additional Amendment		\$197,458								
Total Proposed Budget		\$523,091								
Green Business Tasks	Description	Est. Hrs.	Original Personnel Cost (@100/hr.)	Additional Personnel Costs	New Personnel Total	Original Marketing & Materials	Additional Marketing & Materials	New Marketing & Materials Total	Total Sub-Contract	TOTAL
Scope 1: Business Coordination and Certification										
Assist up to 70 businesses to green their operations (30 new, 20 recertifications, 20 participant level). Estimated 12 hours/business.	GBP Coordinator: Shawn Orgel-Olson, Sheila Peck, New Green Business Coordinator	1720	\$91,000	\$81,000	\$172,000					\$172,000
Incentives - used for purchases and upgrades for businesses to achieve certification										
Amendment: Business Material Purchases							\$20,000	\$20,000		\$20,000
Amendment: Green Business Kits							\$14,150	\$14,150		\$14,150
Amendment: Intern Program	5 interns @20/hr. for 15 hours/week (billed at \$50/hr.) - 8 months			\$48,000	\$48,000					\$48,000
									Subtotal Scope 1	\$254,150

Green Business Tasks	Description	Est. Hrs.	Original Personnel Cost (@100/hr.)	Additional Personnel Costs	New Personnel Total	Original Marketing & Materials	Additional Marketing & Materials	New Marketing & Materials Total	Total Sub-Contract	TOTAL
Scope 6: Recruitment, Events and Marketing										
Business recruitment	GBP Coordinator Shawn Orgel-Olson, Lawrence Nussbaum	670	\$20,000	\$47,000	\$67,000					\$67,000
Event Opportunities (Volunteer training, stakeholder events, chamber meetings, key business outlets, etc.)	GBP Marketing and Coordinator Shawn Orgel-Olson, Lawrence Nussbaum	186	\$13,000	\$5,600	\$18,600	\$3,200		\$3,200		\$21,800
Shop Green Week	GBP Marketing and Coordinator Shawn Orgel-Olson	60	\$6,000		\$6,000					\$6,000
Digital Marketing	GBP Marketing and Coordinator Shawn Orgel-Olson	80	\$8,000		\$8,000					\$8,000
Newsletter	GBP Marketing and Coordinator Shawn Orgel-Olson	50	\$5,000		\$5,000					\$5,000

Green Business Tasks	Description	Est. Hrs.	Original Personnel Cost (@100/hr.)	Additional Personnel Costs	New Personnel Total	Original Marketing & Materials	Additional Marketing & Materials	New Marketing & Materials Total	Total Sub-Contract	TOTAL
Green Business Mixer/Chamber Networking Support	GBP Marketing and Coordinator Shawn Orgel-Olson and Lawrence Nussbaum	80	\$3,000	\$5,000	\$8,000					\$8,000
Amendment - Marketing Coordination	Amendment - Staff Coordination for Marketing Campaign	40		\$4,000	\$4,000					\$4,000
Amendment - Marketing Expenses	Promotion Tools (signage, marketing materials)						\$4,000	\$4,000		\$4,000
	Advertising (print and transit)						\$5,000	\$5,000		\$5,000
	Advertising (radio)						\$3,500	\$3,500		\$3,500
	Sponsorship						\$2,500	\$2,500		\$2,500
	Mixer Event						\$1,975	\$1,975		\$1,975
	Travel						\$2,400	\$2,400		\$2,400
Marketing Expenses - FY 19-20	Marketing Mix (\$10,000), Events (\$4100), Printing (\$1000)						\$15,100	\$15,100		\$15,100
Marketing Expenses - FY 20-21	Marketing Mix (\$4,000), Events (\$1366), Printing (\$300)						\$5,666	\$5,666		\$5,666
Subtotal Scope 6										\$159,941

Green Business Tasks	Description	Est. Hrs.	Original Personnel Cost (@100/hr.)	Additional Personnel Costs	New Personnel Total	Original Marketing & Materials	Additional Marketing & Materials	New Marketing & Materials Total	Total Sub-Contract	TOTAL
Scope 7: CBO Engagement										
CBO Training, Engagement and Oversight	Jo Fleming Amendment	210	\$20,000	\$1,000	\$21,000					\$21,000
CBO Subcontracts	2-4 x \$10,000 - \$20,000 Subcontracts \$40,000 Second Amendment - \$30,000 Subcontracts								\$70,000	\$70,000
Material Translation and Oversight	Shawn Orgel-Olson, Translator	20	\$2,000		\$2,000					\$2,000
									Subtotal Scope 7	\$93,000

Scope 5: Reporting and Invoicing										
Quarterly and Annual Reports	GBP Coordinator: Shawn Orgel-Olson, Sheila Peck, Lawrence Nussbaum	120	\$10,000	\$2,000						\$12,000
Invoicing	Fiscal Manager: Evan Parker	40	\$4,000		\$4,000					\$4,000
									Subtotal Scope 5	\$16,000

Green Business Tasks	Description	Est. Hrs.	Original Personnel Cost (@100/hr.)	Additional Personnel Costs	New Personnel Total	Original Marketing & Materials	Additional Marketing & Materials	New Marketing & Materials Total	Total Sub-Contract	TOTAL
	TOTALS		\$182,000.00	\$193,600.00	\$327,600.00	\$3,200.00	\$74,291.36	\$77,491.36	\$70,000	
	Total Personnel Costs									\$375,600
	Total Sub Contracts									\$70,000
	Total Marketing & Program Expenses									\$77,491
	Not to Exceed Project Cost									\$523,091