

RESOLUTION NO. .

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

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ADOPT A RESOLUTION AUTHORIZING AN AGREEMENT WITH STOREFRONT POLITICAL MEDIA TO PROVIDE CENSUS 2020 MEDIA SUPPORT FOR THE TERM OF JANUARY 14, 2020 THROUGH AUGUST 1, 2020 IN AN AMOUNT NOT TO EXCEED \$300,000

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

WHEREAS, pursuant to Article 1, Section 2 of the United States Constitution, the United States government must conduct an accurate count of the population every ten years; and

WHEREAS, United States Census Bureau undertakes the U.S. Census on a decennial basis and Census data is used to determine federal funding levels and congressional representation, both of which are critical to state and local governments; and

WHEREAS, the County of San Mateo, in partnership with the State of California, other local governments, businesses, and community organizations, is committed to counting all County residents; and

WHEREAS, the projected self-response rate for Census 2020 is 55%, significantly lower than 63.5% in 2010; and

WHEREAS, an undercount in Census 2020 would have significant impact on the State of California and San Mateo County, affecting federal funding for critical community programs, representation at all levels of government, and data used for decision-making across sectors; and

WHEREAS, San Mateo County's goal for Census 2020 is to maintain or surpass the 75% self-response rate achieved by the County in 2010, despite additional challenges posed by the current environment and the fact that 88% of San Mateo County residents will initially receive an invitation to complete the census online; and

WHEREAS, a critical component of achieving this goal is creating communication materials and developing the framework for a digital creative plan to motivate and activate historically hard-to-count and least-likely-to-respond residents in participating in the census; and

WHEREAS, this Board has been presented with a form of agreement with Storefront Political Media under which this contractor will provide Census 2020 Communication support for the period of January 14, 2020 through August 1, 2020 for an amount not to exceed \$300,000; and

WHEREAS, the Board has considered this agreement with Storefront Political Media 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 be and is hereby 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 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.