

**AMENDMENT TO AGREEMENT
BETWEEN THE COUNTY OF SAN MATEO AND
HIP Housing**

THIS AMENDMENT TO THE AGREEMENT, entered into this ____ day of _____, 2021, by and between the COUNTY OF SAN MATEO, hereinafter called "County," and HIP Housing, 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 Home Sharing Program Marketing ("Agreement") on July 1, 2019 for a period of two years, through June 30, 2021; and

WHEREAS, Contractor's Home Sharing Program includes matching San Mateo County residents who have extra space in their homes ("Home Providers") with residents living and or working in San Mateo County who need a place to live ("Home Seekers"); and

WHEREAS, the Agreement's scope of services includes Contractor's payments to new Home Providers who participate in the Home Sharing Program for a period of at least three months ("Home Provider Incentive Payments"); and

WHEREAS, Home Provider Incentive Payments are disbursed to Home Providers upon completion of three months of participation in the Home Sharing Program; and

WHEREAS, 1 new Home Provider was matched by Contractor in June 2021 and is expected to earn Home Provider Incentive Payments in September 2021, three months after the Agreement term has expired; and

WHEREAS, since 2015, County has procured Contractor's services for marketing of the Home Sharing Program through County procurement guidelines on sole source contracts; and

WHEREAS, beginning in Fall 2021, County will procure services similar to services provided by Contractor through a competitive Request for Proposals ("RFP") process; and

WHEREAS, the RFP process is expected to be complete for the fiscal year 2022-2023 allocations in December 2021; and

WHEREAS, County does not wish to have a gap in Home Sharing marketing services or similar services from June 2021 to March 2022; and

WHEREAS, parties wish to amend the Agreement to extend the term of the Agreement to March 31, 2022 in order for Contractor to (1) make Home Provider Incentive Payments to Home Providers who joined the Home Sharing Program in April 2021 through December 2021, and (2) continue to provide Home Sharing Program marketing services until such time as County's RFP process for similar services is complete.

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

1. Section 3 of the Agreement is amended to read as follows:

In consideration of the services provided by Contractor in accordance with all terms, conditions, and specifications set forth in this Agreement and in Exhibit A, County shall make payment to Contractor based on the rates and in the manner specified in Exhibit B. County reserves the right to withhold payment if County determines that the quantity or quality of the work performed is unacceptable. In no event shall County's total fiscal obligation under this Agreement exceed Four Hundred Fifty-Seven Thousand Nine Hundred Seven Dollars (\$457,907). In the event that County makes any advance payments, Contractor agrees to refund any amounts in excess of the amount owed by County at the time of contract termination or expiration. Contractor is not entitled to payment for work not performed as required by this Agreement.

2. Section 4 of the Agreement is amended to read as follows:

Subject to compliance with all terms and conditions, the term of this Agreement shall be from July 1, 2019, through March 31, 2022.

3. Exhibit A (Rev. September __, 2021) of the Agreement is amended to add the attached
4. Exhibit B (Rev. September __, 2021) of the Agreement is amended to add the attached
5. **All other terms and conditions of the agreement dated July 1, 2019 between the County and Contractor shall remain in full force and effect.**

THIS CONTRACT IS NOT VALID UNTIL SIGNED BY ALL PARTIES. NO WORK WILL COMMENCE UNTIL THIS DOCUMENT HAS BEEN SIGNED BY THE COUNTY PURCHASING AGENT OR AUTHORIZED DESIGNEE.

For Contractor:



Contractor Signature

9/21/21
Date

Kate Comfort Harr
Contractor Name (please print)

For County:

COUNTY OF SAN MATEO

President, Board of Supervisors, San Mateo County

Date

ATTEST:

By:
Clerk of Said Board

THIS CONTRACT IS NOT VALID UNTIL SIGNED BY ALL PARTIES. NO WORK WILL COMMENCE UNTIL THIS DOCUMENT HAS BEEN SIGNED BY THE COUNTY PURCHASING AGENT OR AUTHORIZED DESIGNEE.

For Contractor:

Contractor Signature

Date

Contractor Name (please print)

For County:

COUNTY OF SAN MATEO

President, Board of Supervisors, San Mateo County

Date

ATTEST:

By:
Clerk of Said Board

Exhibit A
(Rev. September __, 2021)

In consideration of the payments set forth in Exhibit B (Rev. September __, 2021), Contractor shall provide the following services:

Contract Scope: Recruit and Retain More Home Providers for the Home Sharing Program

1. Marketing Campaign:

Continue to build on the success of the large-scale marketing campaign which has been ongoing since 2015. Implement marketing strategies including but not limited to:

- Advertising on Highway billboards, street banners, Sam Trans Buses, ValPaks, Hillsdale and Serramonte Shopping Malls, and the Daily Journal print and on-line ads
- Social and other media advertising such as radio PSAs and web ads; HIP Housing's Instagram, Facebook, Twitter, YouTube, LinkedIn platforms; Radio and TV interviews and advertising
- Monitoring of room for rent ads on craigslist.com, nextdoor.com, Facebook marketplace as well as posting a HIP Housing ad on each platform
- Submission of ads in publications such as Parks and Recreation guides, City e-newsletters, senior center publications.

2. Outreach Specialist Position and Overhead Administrative Staff Costs:

In addition to implementing the large-scale marketing campaign, HIP Housing's Outreach Specialist oversees additional marketing efforts in order to recruit clients to the program. It is critical to have this position continued to raise visibility of the program in the Community.

Outreach activities implemented by the Outreach Specialist include:

- a. Presentations to non-profits, Shelters, faith-based groups, senior centers, community organizations, city services, senior and housing commissions, homeowner associations, villages, and hospital discharge planners and social work staff.
- b. Virtual and in-person tabling to distribute information at health and senior center events, farmer's markets, and housing-related events.
- c. Monthly creation of an informational flyer listing available rooms and available home seekers which is distributed to a large distribution list of

- City/County staff, libraries, senior centers, Homeowner Associations, Villages, non-profits, faith-based community, school districts.
- d. Flyer distribution to homeowners, local businesses, Community/Parks & Recreation buildings, City Clerks, CORE Community Centers, libraries, senior centers and downtown businesses.
 - e. Establishment of networking partnerships with local non-profit, school districts, and County/community-based organizations.
 - f. Participate with networking groups such as the Pacifica Collaborative, Daly City Access, Immigrant Integration & Inclusion Plan Team, San Mateo Community College District Basic Needs Task Force, New Beginnings Coalition, Age Forward coalition.
 - g. Expand outreach efforts with other cities in San Mateo County modeling the activities established with the San Mateo County Employee Human Resource Department and the Town of Hillsborough outreach to Homeowners with ADUs.
 - h. Translate outreach materials to Tagalog, Mandarin/Cantonese, Spanish
 - i. Focus outreach efforts to commit to Diversity, Equity, and Inclusion efforts
 - j. Redesign HIP Housing's Home Sharing webpage to include a program inquiry form for Home Providers and a separate one for Home Seekers.
 - k. Research and implementation of new outreach strategies.
 - l. Recruit and manage volunteers/interns to assist with outreach efforts, especially through collaborations with Cal State University East Bay, Phase 2 Careers, and Eastside Prep.

In addition, HIP Housing will use funds provided in this Agreement to support overhead expenses related to the implementation of the Measure K marketing activities for the Director of Programs, Marketing and Communications Associate, and Accounting staff.

3. Home Provider Incentives:

To encourage potential Home Providers to participate in the Home Sharing Program, the program will offer 3 types of incentives:

- \$250 cash incentive to a Home Provider 90 days after they match with a Home Seeker. The Home Sharing staff will contact the Home Provider at or before the 90-day anniversary to determine if the incentive will be dispersed and if the Home Provider would like to accept the incentive.

- To encourage Home Providers to offer an affordable rent to a Home Seeker, a \$250 cash incentive will be offered to a Home Provider who offers a rent at or below \$1,100 per month. The Home Sharing staff will contact the Home Provider at or before the 90- day anniversary to determine if the incentive will be dispersed and if the Home Provider would like to accept the incentive.
- Over 20% of Home Providers referred to Home Sharing learned about the program from a friend or family member, HIP Housing staff, or client of the program. A new “referral” incentive of \$150 will be offered to a Home Provider after a client they referred enrolls as a Home Provider. Once the referred client enrolls in the Home Sharing program, the Home Sharing staff will contact the Home Provider to determine if the incentive will be dispersed and if the Home Provider would like to accept the incentive.

Unused balances in any of the line items can be allocated to any of the incentive categories, additional marketing activities, or used to cover salary/taxes benefits of the Outreach Specialist, or salary costs of the administrative staff.

Measuring Success of Project Outcomes:

To track the outcomes and success of the marketing initiative, HIP Housing maintains detailed information about Home Sharing clients in the program database. Demographic information such as age, income, gender, disability status, housing status at time of application, County services received, and how clients were referred to the program are recorded. Program databases also track number of inquiry calls from Home Providers and Home Seekers, and information about clients who have applied and get matched in the Home Sharing Program. Outreach activities are also recorded in the Outreach database to track date of outreach, type of outreach activity, number of materials distributed and other pertinent information.

Primary Outcomes Goal Criteria:

- 1) Number of Home Providers contacting HIP Housing to inquire about the Home Sharing Program.
- 2) Number of Home Providers interviewed by Home Sharing Coordinators.
- 3) Number of Home Sharing matches made.
- 4) Number of Incentives distributed in each incentive category.

Secondary Outcomes Goal Criteria:

- 1) Affordability of housing measured by percentage of income spent on housing costs before and after the home sharing match is made.
- 2) Duration of home sharing arrangement or longevity of the Home Sharing match.

- 3) Number of matched Home Sharing clients who receive San Mateo County services such as Section 8 and MTW Voucher holders, Emancipated Foster Youth, CalFresh, MediCal and other County services.
- 4) Number of clients referred from County funded agencies such as CORA, Life Moves, Aging and Adult Services, CORE Community Centers and other community partners.
- 5) Impact story from clients as to how home sharing improved financial and mental health well-being.

Outcomes/Goals (goals from 7.1.21 – 12.31.21)

Primary Outcome Goals	FY 21.22 (6 months)
Number of Home Providers who contact HIP Housing to inquire about the Home Sharing Program	165
Number of Home Providers interviewed by Home Sharing Counselors in preparation for Home Sharing	120
Number of Home Sharing matches made	25
Amount of Home Provider incentive funds distributed	\$3,000 12 Providers at \$250 each
Amount of Affordable Rents incentive funds distributed	\$4,750 19 Providers at \$250 each
Amount of Referral incentive funds distributed	\$3,750 25 providers at \$150 each

Payment for Services:

Contractor shall be paid on a reimbursement basis in accordance with Exhibit B (Rev. September __, 2021). Contractor shall invoice San Mateo County on a quarterly basis throughout the Term of the Contract for costs actually incurred during the preceding period. Invoices shall include reasonable documentation of expenses incurred including, but not limited to, paid invoices, receipts, contracts, payroll and any other documentation County requires. Payment shall be made to Contractor within 30 days of receipt of all necessary documentation.

Exhibit B
(Rev. September , 2021)

In consideration of the services provided by Contractor described in Exhibit A (Rev. September __, 2021) and subject to the terms of the Agreement, County shall pay Contractor based on the following fee schedule and terms:

FY 21.22 (July 2021 – December 2022 activities)*	Payment Type	Budget	Qtr 1	Qtr 2
Marketing Campaign	Cost reimbursement	\$40,000	Based on quarterly submitted invoices	Based on quarterly submitted invoices
Home Provider Incentive Fund**	Cost reimbursement	\$3,000	Based on incentives of \$250 each	Based on incentives of \$250 each
Affordable Rents Incentive Fund**	Cost reimbursement	\$4,750	Based on incentives of \$250 each	Based on incentives of \$250 each
Referral Incentive	Cost reimbursement	\$3,750	Based on incentives of \$150 each	Based on incentives of \$150 each
Outreach Specialist	Salary Benefits/Taxes	\$27,500 \$6,325	\$13,750 \$316.25	\$13,750 \$316.25
Overhead Expenses	Laura Fanucchi, Director of Programs @40 hrs/year Norma Quiroz, Compliance Manager @15 hrs/year Avneet Bassi, Marketing and communication Associate @36 hrs/year	\$6,675 total costs	\$3,337.5	\$3,337.5
Total		\$92,000		

* Unused balances in any of the line items can be allocated to any of the incentive categories, additional marketing activities, or used to cover salary/taxes benefits of the Outreach Specialist, or salary costs of the administrative staff.

**Payments from the Home Provider Incentive Fund and the Affordable Rents Incentive Fund may be paid out at any time from July 2021 through March 2022.