



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY EXECUTIVE

File #: 22-415

Board Meeting Date: 6/14/2022

Special Notice / Hearing: N/A

Vote Required: Majority

To: Honorable Board of Supervisors

From: Michael Callagy, County Executive
Justin W. Mates, Deputy County Executive

Subject: Amendment to Agreement with Godbe Research Related to a Potential Parcel Tax Measure

RECOMMENDATION:

Adopt a resolution authorizing the County Executive, or designee(s), to execute a third amendment to the agreement with Godbe Research for public survey and research services related to a potential parcel tax measure addressing climate resiliency, wildfire and flood risks, and emergency preparedness, increasing the not-to-exceed amount by \$58,000 from \$185,000 to \$243,000, and granting of a waiver of the competitive bidding process pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code.

BACKGROUND:

The devastating impacts of climate change in San Mateo County are increasingly urgent and challenging to address. Preparing our communities, businesses, critical infrastructure, and natural and built environments for the potential impacts of climate change and mitigating the risks associated with those impacts is vital to health, safety, and quality of life in San Mateo County.

In order to address these growing challenges, the County has been exploring additional options to fund climate change preparedness and mitigation efforts. On April 1, 2021, the County Executive's Office executed an agreement with Godbe Research for the purpose of conducting voter survey and research regarding a potential climate resiliency revenue measure (the "Agreement"). The Agreement was then amended effective July 1, 2021, to extend its term and increase the not-to-exceed-amount to \$185,000 from the initial amount of \$50,000, and amended again effective April 1, 2022, to extend its term to July 31, 2022.

DISCUSSION:

The proposed Third Amendment to the Agreement increases the not-to-exceed amount by an additional \$58,000 from \$185,000 to \$243,000. Godbe Research will conduct further survey work of at least 1,000 likely voters across San Mateo County, using a hybrid methodology of both internet

and telephone modalities. Respondents will be surveyed on a variety of topics and issues related to potential efforts in areas such as climate resiliency, wildfire mitigation, and emergency preparedness.

Godbe Research is a highly experienced voter and public opinion research firm, having advised numerous local governmental agencies throughout San Mateo County and the Bay Area, including recently conducting voter research on behalf of clients in the County of Nevada and County of Marin on efforts to address climate change related impacts. Godbe Research also has recent experience designing and implementing countywide voter surveys in San Mateo County as well as for almost every city and school district in San Mateo County. Therefore, given Godbe Research's unique expertise, staff recommends a waiver of the competitive bidding process pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code.

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

County Attorney's Office has reviewed the resolution and agreement as to form.

FISCAL IMPACT:

Appropriation for this Amendment is included in Non-Departmental Services FY 2021-22 Adopted Budget and will be included in the FY 2022-23 Recommended Budget.