



# County of San Mateo

## Inter-Departmental Correspondence

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**Department:** COUNTY MANAGER: OFFICE OF SUSTAINABILITY

**File #:** 16-134

Board Meeting Date: 5/16/2017

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**Special Notice / Hearing:** None  
**Vote Required:** Majority

**To:** Honorable Board of Supervisors  
**From:** Jim Eggemeyer, Director, Office of Sustainability  
**Subject:** Consolidation of Circlepoint Agreements

**RECOMMENDATION:**

Adopt a resolution authorizing the consolidation of three agreements and seven amendments with Circlepoint for marketing and branding services for the Office of Sustainability (OOS) into one master agreement, with a new total of \$272,875.

**BACKGROUND:**

OOS uses Circlepoint to develop marketing materials, design and host websites, and develop branding guidelines for the office and its programs. The programs and projects that use, or have used, Circlepoint's services are: the Sea Level Rise collateral and website; the Office of Sustainability website; the Home for All website; the Community Choice Aggregation (CCA) website; San Mateo County Affordable Housing branding; and Office of Sustainability branding.

**DISCUSSION:**

Currently, OOS has three separate contracts with Circlepoint, with a total of seven amendments. Consolidating these contracts and amendments into one master agreement will reduce the possibility of confusion in tracking and invoicing of projects, and allow OOS to monitor the budget for these marketing and branding services.

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

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

Approval of this Resolution contributes to the Shared Vision 2025 outcome of an Environmentally Conscious Community by improving the messaging and outreach of OOS's programs and projects to the community.

**FISCAL IMPACT:**

There is no fiscal impact in consolidating these agreements and amendments.