



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER: OFFICE OF SUSTAINABILITY

File #: 16-676

Board Meeting Date: 10/31/2017

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Jim Eggemeyer, Director, Office of Sustainability

Subject: Amendment to the Agreement with Circlepoint for website design and outreach and educational collateral development services

RECOMMENDATION:

Adopt a resolution authorizing an amendment to the Agreement with Circlepoint to (1) create an accessory dwelling unit center website for the Home for All initiative and (2) develop outreach and educational collateral for the waste reduction program by increasing the amount by \$90,810 to an amount not to exceed \$408,735 and extending the term to March 26, 2018.

BACKGROUND:

On March 27, 2015, the Director of the Office of Sustainability (OOS) approved an agreement with Circlepoint for the amount of \$50,000 for branding, graphic design and web design, development, and maintenance services in support of the County's continuing efforts on CCA.

On December 16, 2015, the OOS amended the existing contract for an additional \$19,500, not to exceed \$69,500 (Amendment No. 1), for the purpose of developing branding for the OOS and conducting visioning workshops with the OOS staff.

On January 15, 2016, the OOS amended the existing contract for an additional \$10,000, not to exceed \$79,500 (Amendment No. 2), for the purpose of developing outreach collateral as part of the Bicycle Routes and Rules Outreach Project.

On June 23, 2016, the OOS amended the existing contract to extend the term from June 30, 2016 to June 30, 2017 (Amendment No. 3) for the purpose of completing the development of Bicycle Routes and Rules Outreach Project outreach collateral.

On April 25, 2017, the OOS consolidated all existing contracts, including the contract detailed above, with Circlepoint (total of three separate contracts) to create one master contract.

On July 7, 2017, the OOS amended the master contract for an additional \$11,340, not to exceed \$317,925, for the purpose of developing the San Mateo County Sea Level Rise Vulnerability Assessment layout and outreach collateral (Amendment No. 4).

DISCUSSION:

Circlepoint designed the existing Home for All website. The Home for All Steering Council has directed staff to create another Home for All-branded website specifically to educate the public on accessory dwelling units (ADUs).

The process to construct an ADU is complex, and this new website will serve as a comprehensive guide to successfully navigating that process. The website will include video testimonials from members of the community who have added an ADU to their property, an animated video describing the process of building an ADU, and an ADU cost estimate calculator.

The existing Home for All website is designed for community outreach, with a focus on promoting housing of all types. It was determined by the Home for All Steering Council that the entire topic of ADUs, from the explanation of their advantages to the roadblocks one might encounter along the way, is detailed enough to merit a stand-alone website.

Additionally, due to the merger between the Office of Sustainability and the RecycleWorks program, there is a need to update current outreach materials to reflect the new branding of the OOS.

As a result of the need for outreach and educational collateral as part of the OOS's solid waste reduction efforts, Circlepoint shall work with County staff to update existing and develop new suite of outreach and educational collateral products for solid waste reduction. Circlepoint shall also assist with branding, graphic design, refinement of content, translation, and development of draft and final digital copy of items such as promotional brochures, flyers, games, educational classroom curriculum materials, stickers, etc. The collateral will be used to engage diverse audiences in various outreach environments and inspire interest in waste reduction in San Mateo County. County will be responsible for production of all materials.

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

ISD has review the technology component of the agreement.

Authorization of this agreement contributes to the County's Shared Vision 2025 goal of being an Environmentally Conscious Community by providing the community with information and resources on alternative housing options as well as information on the 4Rs (reduce, reuse, recycle, rot) to reduce waste in the county.

PERFORMANCE MEASURE:

Measure	FY 2017-18 Projected
Percentage of project completed on-time and on-budget	100%

FISCAL IMPACT:

The amended term of the agreement is from March 27, 2015 to March 26, 2018 and the amount is increased by \$90,810 to a new amount not to exceed \$408,735. Funds for this amended agreement are included in the Office of Sustainability's FY 2017-18 Adopted Budget.