



County of San Mateo

Inter-Departmental Correspondence

Department: INFORMATION SERVICES

File #: 16-650

Board Meeting Date: 10/17/2017

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Jon Walton, CIO/Director, Information Services Department
Subject: Amendment #4 with Granicus (formerly GovDelivery, Inc.) for E-mail Subscription Services

RECOMMENDATION:

Adopt a resolution authorizing an amendment with Granicus for a Software as a Service (SaaS) solution for e-mail subscription services, extending the term through October 31, 2018 and increasing the amount by \$54,961.83 for a not-to-exceed amount of \$235,610.13.

BACKGROUND:

County departments typically use GovDelivery to manage mailing lists for meeting agendas and minutes. E-mail subscription services allow members of the public, including County residents and others interested in County activities, to self-subscribe to information on various web pages and to be notified of updates. This decreases the amount of time spent by County staff managing e-mail subscription lists.

GovDelivery is the only digital marketing platform intended exclusively for public sector organizations. After surveying the market, the Information Services Department (ISD) was unable to find another vendor offering similar support and unlimited users.

On October 17, 2013, ISD entered into an agreement with GovDelivery for a SaaS solution for email subscriptions services. On October 6, 2014, an amendment was executed to continue services with GovDelivery, increasing the agreement amount by \$43,260, and extending the term through October 31, 2015. On October 20, 2016, an amendment was executed to continue services with GovDelivery, increasing the agreement amount by \$45,423, and extending the term through October 31, 2017.

DISCUSSION:

With the Board's approval, Granicus will continue providing e-mail subscription services to the County. As of July 2017, 13 County departments use GovDelivery to inform and engage residents for a combined total of 24,821 subscribers and 75,266 subscriptions.

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

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

The Three Year Amendment Waiver request form has been submitted and approved by the County's Contract Compliance Committee.

This amendment contributes to the Shared Vision 2025 outcome of a Collaborative Community by using digital engagement tools to reach and engage with County residents.

PERFORMANCE MEASURE:

Measure	FY 2016-17 Actual	FY 2017-18 Projected
Increase in Subscribers	4,035	4,438

FISCAL IMPACT:

The new total not to exceed amount for this Agreement, including \$54,961.83 for Amendment #4, is \$235,610.13. The funding of this agreement is included in ISDs FY 2017-18 Adopted Budget and FY 2018-19 Recommended Budget. E-mail subscription services are included in the IT Core Service charge for ISD Web Services.