



# County of San Mateo

## Inter-Departmental Correspondence

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**Department:** INFORMATION SERVICES

**File #:** 18-1048

Board Meeting Date: 11/13/2018

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

**To:** Honorable Board of Supervisors

**From:** Jon Walton, CIO/Director, Information Services Department

**Subject:** Amendment #No. 5 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, 2019 and increasing the amount by \$58,809.16 for a not to exceed amount of \$294,419.29.

### **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 County staff time spent 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 with the ability to support an unlimited number of users at similar levels of support.

On October 17, 2013, ISD entered into an agreement with GovDelivery for a SaaS solution for E-mail subscriptions services for an amount of \$42,000 and for the term November 1, 2013 through October 31, 2014. 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, 2015, an amendment was executed to extend the term through October 31, 2016 and increasing the Agreement amount by \$45,423. On October 4, 2016, an amendment was executed to continue services with GovDelivery, increasing the Agreement amount by \$49,965.30, and extending the term through October 31, 2017. On October 17, 2017, an amendment was executed to continue services with GovDelivery, now Granicus, increasing the Agreement amount by \$54,961.83, and extending the term through October 31, 2018.

**DISCUSSION:**

With the Board's approval, Granicus will continue to provide E-mail subscription services to the County. As of August 2018, thirteen County departments use Granicus to inform and engage residents through E-mail subscription lists for a combined total of 31,508 subscribers and 99,540 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 3-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:**

<b>Measure</b>	<b>FY 2017-18 Actual</b>	<b>FY 2018-19 Projected</b>
Increase in Subscribers	6,180	6,798

**FISCAL IMPACT:**

The new total not to exceed amount of this Agreement, including \$58,809.16 for this Amendment, is \$294,419.29. The funding of this agreement is included in ISD's FY 2018-19 budget and will be included in future budgets. E-mail subscription services are included in the IT Core Service Charge for ISD Web Services.