



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER: OFFICE OF SUSTAINABILITY

File #: 19-1093

Board Meeting Date: 11/12/2019

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Jim Eggemeyer, Director, Office of Sustainability
Subject: Amendment to Existing Contract with Good Stuff Partners LLC

RECOMMENDATION:

Adopt a resolution approving an amendment to the agreement with Good Stuff Partners LLC for branding and marketing services, increasing the existing contract amount to \$200,000 for the term of January 28, 2019 through January 27, 2022.

BACKGROUND:

The Office of Sustainability (OOS) requires on-call branding and marketing services to develop program awareness and informational campaigns, messaging, materials, as well as new brands and branding guidelines. The OOS conducted a competitive solicitation, screening, interview and selection process in 2018 for qualified contractors. Five proposals were received and screened, three contractors were interviewed in person. Good Stuff Partners provided the most responsive proposal and interview, and was selected as the preferred vendor for these services. In January 2019, OOS entered into a \$90,000 agreement for on-call, as-needed services, and has since demonstrated a greater need for these services. Marketing and branding expertise provided by this contract serves to support un-anticipated program updates, such as re-branding the new Commute Alternatives Program (now called "Shift"), and replaces services previously conducted by graphic design or advertising contracts (such as website design strategy, research, and messaging). The existing contract amount of \$90,000 is anticipated to be exceeded by or before January 2020.

DISCUSSION:

OOS recommends an amendment to the existing agreement for the office and its programs. All OOS programs and projects will have access to these services.

County Counsel has reviewed and approved the resolution and amended agreement as to form.

FISCAL IMPACT:

The term of the agreement is from January 28, 2019 to January 27, 2022, with a new not to exceed

amount of \$200,000 over 36 months. County shall make payment to Contractor based on the rates and in the manner specified in Revised Exhibit B (10/07/19) of the agreement. Funds for this agreement will be drawn from a combination of reimbursable state and grant funding and Net County Cost and were included in the Office's FY 2018-19 and FY 2019-21 Adopted Budgets.