



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER

File #: 20-063

Board Meeting Date: 2/25/2020

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Michael P. Callagy, County Manager
Subject: Amendment to Agreement with Storefront Political Media for Census 2020 Media Support

RECOMMENDATION:

Adopt a resolution authorizing an amendment to the agreement with Storefront Political Media to provide Census 2020 Media support for the term of February 25, 2020 through August 31, 2020, to revise the scope of services and to increase the maximum amount payable by \$300,000, to an amount not to exceed \$600,000.

BACKGROUND:

Every 10 years, the federal government is required to count all people residing in the United States through a national census. The United States Census Bureau has designated April 1, 2020 as National Census Day, the official start date of the 2020 census response period.

Ensuring a complete count of San Mateo County residents is essential for many reasons and the Board of Supervisors has indicated that it is a priority. In addressing this priority of ensuring a complete and accurate count for Census 2020, San Mateo County has entered into several contracts with community partners and service providers to develop and pursue Census-related outreach, particularly among typically hard to count groups.

DISCUSSION:

On January 14, 2020, pursuant to Resolution No. 077181, the Board of Supervisors approved an agreement with Storefront Political Media, for the term of January 14, 2020 through August 1, 2020, for an amount not to exceed \$300,000. The scope of services for this agreement includes working with the County to provide communication materials and strategic campaign guidance for Census 2020 outreach efforts. A significant portion of the amount payable for this agreement is to be used for media buys.

Working in consultation with the Contractor and stakeholders, the County's Office of Community Affairs has determined that additional media buys are appropriate in order in support of the County's Census 2020 outreach efforts. Therefore, staff recommends an amendment to the agreement with

Storefront Political Media to provide for additional media buys, associated administrative services, and to increase the maximum amount payable under the agreement by \$300,000, to an amount not to exceed \$600,000.

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

PERFORMANCE MEASURE:

The County of San Mateo and Storefront Political Media will provide communication materials and strategic campaign guidance to the County Office of Community Affairs including audience determination and mailing list segmentation. Storefront Political Media will create Social media posts, banner ads, and pre-roll video ads, in English, Spanish, and Chinese languages, about participating in Census 2020 activities, will be served to site users at least 9,286,023 times before July 31, 2020.

FISCAL IMPACT:

The term of this agreement is February 25, 2020 through August 31, 2020 for a not to exceed amount of \$600,000. Funding for this agreement has been included in the FY 2019-20 Adopted Budget. There is no change to Net County Cost.