



County of San Mateo

Inter-Departmental Correspondence

Department: GOVERNING BOARD

File #: 20-602

Board Meeting Date: 8/4/2020

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Louise F. Rogers, Chief, San Mateo County Health
Heather Forshey, Director, Environmental Health Services

Subject: Agreement with S. Groner Associates, Inc. for Social and Digital Marketing, Media Buy Services, and Communications Subject Matter Expertise Guidance

RECOMMENDATION:

Adopt a resolution authorizing an agreement with S. Groner Associates, Inc. to provide social and digital marketing, media buy services, and communications subject matter expertise guidance to Environmental Health Services for its Pollution Prevention Program for the term of August 4, 2020 through August 3, 2023 and for a total obligation not to exceed \$999,000.

BACKGROUND:

The Pollution Prevention Program (PPP) protects the environment and public health through voluntary outreach promoting sustainable behavior change to residents and businesses on programs and efforts that include but are not limited to Household Hazardous Waste Outreach, Used Motor Oil and Filter Recycling, the Healthy Nail Salon Program, Food Safety Outreach, Coastal Cleanup Day, and Safe Medicine Disposal. It is essential to have the necessary collaboration, subject matter expertise, and staffing support for the Program to operate effectively, and generate the awareness and sustainable behavior change needed to keep the community safe and healthy.

On January 13, 2020, San Mateo County Health Environmental Health Services Division (EHS) issued a Request for Proposals for social and digital marketing, media buy services, and communications subject matter expertise guidance for its PPP to effectively conduct outreach and education on the environmental and public health programs they are charged with managing. Eight proposals were received, and EHS selected the proposal submitted by S. Groner Associates, Inc. (SGA) because the SGA proposal demonstrated the firm could meet the needs of the Program most effectively while offering the best value for services provided. SGA's background demonstrated the strongest environmental and public health outreach outcomes compared to other proposals.

DISCUSSION:

EHS requests that the County enter into this agreement with SGA to provide social and digital marketing, media buy services, and communications subject matter expertise guidance for EHS' PPP for a term of August 4, 2020 through August 3, 2023 and for a total obligation amount not to exceed \$999,000.

SGA will enhance outreach for the EHS PPP by providing subject matter expertise consultation on digital and social marketing, sustainable behavior changes, advertising strategies, and streamlining outreach efforts through one contractor compared to managing multiple EHS outreach contracts that allow for the Program to have support selecting and purchasing appropriate media buys such as Pandora, Google, social media, television, and various other new and innovative ads used to most effectively reach target audiences of programs and/or campaigns.

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

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

With SGA's award-winning expertise in improving community environmental and public health outcomes, it is anticipated that outreach education enhancement will be measurable through an increase in smchealth.org website visits and resident reach/ impressions by 10%.

PERFORMANCE MEASURE:

Measure	FY 2020-21 Estimated	FY 2021-22 Projected
Total EHS smchealth.org web page visits	155,000-page views	Increase by 10%
San Mateo County resident exposure to environmental and public health messages	45,500,000 reach/impressions	Increase by 10%

FISCAL IMPACT:

There is no net County cost. The funding for this contract is paid for by grants and fees. The term of this agreement is August 4, 2020 through August 3, 2023. The amount of the agreement is not to exceed \$999,000.00 for the 3-year term. Funds in the amount of \$333,333 are included in the EHS FY 2020-21 Recommended Budget. Funds in the amount of \$333,333 are included in the EHS FY 2021-22 Recommended Budget. Similar arrangements will be made for future years.