



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER

File #: 20-594

Board Meeting Date: 8/4/2020

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 and Media Support

RECOMMENDATION:

Adopt a resolution authorizing a third amendment to the agreement with Storefront Political Media to revise the scope of services to provide for increased media outreach, extending the term of the agreement through June 30, 2021, increasing the maximum amount payable by \$76,000 to an amount not to exceed \$701,000.

BACKGROUND:

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. Due to the COVID-19 pandemic, the census self-response deadline has been extended until October 31, 2020.

On July 11, 2020, the President of the United States issued a memorandum to the Secretary of Commerce directing the Secretary to take action to exclude unauthorized immigrants from the enumeration of the 2020 Census used for apportionment of representation in the United States House of Representatives. While this action is of doubtful legality and likely not possible to implement, it does have the potential to create fear and confusion in the community and suppress participation in the 2020 Census.

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 included working with the County to provide communication materials and strategic campaign guidance for Census 2020 outreach efforts. The agreement been amended twice since then, once to increase the scope of media buys in support of the County's Census 2020 outreach and again to provide

communications and outreach support related to COVID-19 for the North Fair Oaks community.

Working in consultation with the Contractor and stakeholders, and in light of challenges posed by COVID-19 and recent actions by the federal government, 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 and communication efforts. Therefore, staff recommends a further amendment to the agreement with Storefront Political Media to provide for additional media buys and associated administrative services and to increase the maximum amount payable under the agreement by \$76,000, to an amount not to exceed \$701,000.

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 other applicable languages, about participating in Census 2020 activities, will be served to residents across media channels at least 11,911,023 times before October 31, 2020.

FISCAL IMPACT:

The term of this agreement is February 25, 2020 through June 30, 2021 for a not to exceed amount of \$701,000. This agreement has been included in the FY 2020-21 Recommended Budget.