



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY EXECUTIVE

File #: 22-476

Board Meeting Date: 6/28/2022

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Michael P. Callagy, County Manager
Justin W. Mates, Deputy County Manager

Subject: Agreement with Storefront Political Media to Provide Media Outreach and Communications Services

RECOMMENDATION:

Adopt a resolution authorizing an agreement with Storefront Political Media to provide media outreach and communications services for the County of San Mateo for the period of July 1, 2022 through July 1, 2025 for an amount not to exceed \$398,000.

BACKGROUND:

The County of San Mateo, Office of Community Affairs (OCA) is a division of the County Executive's Office, serving as a liaison between County departments and the community to facilitate information sharing, feedback, and provide immigrant services to residents. OCA oversees some of the County's special projects like the Census 2020, the Middlefield Road Improvement Project, Immigrant Services, public art and beautification projects, and rezoning within the community.

On April 29, 2022, OCA issued a Request for Quotations for qualified Contractor(s) to assist in the development and implementation of media outreach and communications support for the County and its programs and outreach campaigns, with an intentional focus on reaching culturally and linguistically diverse communities. OCA intends for the services provided to increase the reach of County communications, announce important program and project milestones, share important information and resources, and showcase local successes.

OCA selected the proposal of Storefront Political Media to develop and implement effective media outreach and communication efforts in multiple languages, using an action-oriented approach to target ads and messaging by geography and zip code to the most affected and vulnerable communities in the County.

Under this Agreement, Storefront Political Media would provide media outreach and communications services for the County for the period of July 1, 2022 through July 1, 2025, for an amount not to exceed \$398,000.

DISCUSSION:

The media outreach and communication services contemplated by this Agreement will focus on culturally competent multi-language communications across online platforms, street-level advertising, print collateral, and traditional television and radio placements to reach San Mateo County residents, with an intentional focus on reaching culturally and linguistically diverse communities. It is essential the County continue to develop and implement effective communication strategies to ensure that the community receives culturally competent and timely information about the County's programs, initiatives, and resources. This strategic plan focuses on culturally competent multi-language communications to drive impactful campaigns across online platforms, street-level advertising, and traditional television and radio placements. This proposal will facilitate both rapid-response communication, as well as long-term messaging around initiatives such as Immigrant Services, the Middlefield Road Improvement Project, and other community outreach programs.

Storefront Political Media will provide communication materials and strategic campaign guidance to OCA, including audience determination and mailing list segmentation. Storefront will create graphics and short video ads to support ongoing OCA projects such as COVID-19 communications, Immigrant Services, the Middlefield Road Improvement Project, local small business support, and special projects, as needed, all of which focus on culturally competent, in-language, action-oriented approaches.

Storefront will place media buys, such as print ads, radio and video PSAs, digital ads, billboards, bus shelter ads, etc., prioritizing in-language social media placements, partnerships with local and national in-language media outlets, and Connected TV ads. This would also include as-needed boosted social media posts to amplify content created by OCA. All in-market media buys will be closely monitored and optimized and analytic insights will be shared with the OCA. Collaterals will be translated in Spanish and additional languages needed, as identified by the County. Ads will be microtargeted by geography and zip code to the most affected and vulnerable communities in the County.

The agreement with Storefront and the associated resolution have been reviewed and approved by County Attorney as to form.

FISCAL IMPACT:

The term of this agreement is July 1, 2022 through July 1, 2025 and the maximum amount authorized to be expended is \$398,000. Funds for this Agreement has been included in the OCA FY 2022-23 Recommended Budget and will be included in subsequent budgets.