



County of San Mateo

Inter-Departmental Correspondence

Department: HEALTH

File #: 23-646

Board Meeting Date: 7/25/2023

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 Next Steps Marketing, Inc. for Social and Digital Marketing, Media Buys, Communications, and Outreach Services

RECOMMENDATION:

Adopt a resolution authorizing an agreement with Next Steps Marketing, Inc. to provide social and digital marketing, media buys, communications, and outreach services for Environmental Health Services for its Pollution Prevention program for the term of August 1, 2023, through July 31, 2026, in an amount not to exceed \$999,000.

BACKGROUND:

The Pollution Prevention program protects the environment and public health through 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, and Coastal Cleanup Day. 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 March 13, 2023, San Mateo County Health Environmental Health Services (EHS) division issued a Request for Proposals for social and digital marketing, media buys, communications, and outreach services for its Pollution Prevention program to effectively conduct outreach and education on the environmental and public health programs they are charged with managing. Four proposals were received, and EHS selected Next Steps Marketing, Inc. because its proposal demonstrated that the company could meet the needs of the program most effectively while offering the best value for the services provided.

DISCUSSION:

EHS recommends that the County enter into an agreement with Next Steps Marketing, Inc. to provide

social and digital marketing, media buys, communications, and outreach services for EHS' Pollution Prevention program for a term of August 1, 2023, through July 31, 2026, in an amount not to exceed \$999,000.

Next Steps Marketing, Inc. will enhance outreach for the EHS Pollution Prevention program by providing subject matter expertise consultation on digital and social marketing, sustainable behavior changes, and advertising strategies and streamlining outreach efforts through one contractor, compared to managing multiple EHS outreach contracts. Working with Next Steps Marketing Inc allows EHS to have support in selecting and purchasing appropriate media buys such as Google ads, 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 Attorney 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 Next Steps Marketing, Inc.'s award-winning expertise in improving community environmental and public health outcomes, it is anticipated that outreach education enhancement will be measurable through a 10% increase in smchealth.org website page views and page impressions, which measure resident exposure to environmental and public health messages.

PERFORMANCE MEASURE:

Measure	FY 2022-23 Actual	FY 2023-24 Estimated
Percentage increase of smchealth.org web page views	0%* 151,000 page views	10% 166,100 page views
Percentage increase of page impressions	0%* 10,259,300 impressions	10% 11,285,230 impressions

*This is a new measure

FISCAL IMPACT:

The term of the agreement is August 1, 2023, through July 31, 2026. The amount of the agreement is not to exceed \$999,000.00 for the three-year term. Funds in the amount of \$333,333 are included in the EHS FY 2023-2024 Recommended Budget. Funds in the amount of \$333,333 are included in the EHS FY 2024-2025 Recommended Budget. Similar arrangements will be made for future years. The funding for this contract is paid for by grants and fees. There is no net County cost associated with this agreement.