

**Master City of San José Consultant Agreement**

(Non-Capital Projects)

**Amendment to Approved Service Order - Cover Page**

**1a. Intentionally Omitted.** **1b. Master Agreement AC No.: 666314**

2.  First  Second  Third Amendment to Approved Service Order No. 2

3. Consultant's Name: GALE Partners, LLC

**4. The above-referenced Approved Service Order is amended as follows:**

4a.  **Budget/Fiscal:** The  original Budget/Fiscal information in Section 7 of the Approved Service Order  First Revised Budget/Fiscal Attachment  Second Revised Budget/Fiscal Attachment is amended to read as set forth in the attached  First  Second  Third Revised Budget/Fiscal Attachment.

4b.  **Tasks - Attachment A:** The  original  First Revised  Second Revised Attachment A is amended to read as set forth in the attached  First  Second  Third Revised Attachment A.

4c.  **Compensation Table - Attachment C:** The  original  First Revised  Second Revised Attachment C is amended to read as set forth in the attached  First  Second  Third Revised Attachment C.

5. Each of the attachments to this amendment is incorporated herein by reference.

**6. Consultant Approval:**



Date: Dec 12, 2021

**7. Approval as to Form (City Attorney):**

**Form Approved by the Office of the City Attorney**

(The Maximum Service Order Compensation of the Approved Service Order, as amended, is \$100,000 or less, and the provisions of the form are not altered.)

**Approved as to Form:**

  
Jon Calegari (Dec 13, 2021 09:16 PST)

Date: Dec 13, 2021

Jon Calegari, Deputy City Attorney

**8. Director of Aviation Approval:**

  
John Aitken (Dec 13, 2021 09:31 PST)

Date: Dec 13, 2021

John Aitken, A.A.E.

**First**    **Second**    **Third**   **Revised Attachment A: Tasks**

This Revised Attachment A is attached to the  First  Second  Third amendment to Approved Service Order No. 2 issued pursuant to the Master Agreement.

The tasks set forth in the original Attachment A, or in any previous amendment to the original Attachment A, are amended as set forth herein. All other tasks shall remain unchanged.

**Paragraph C of Task No. 2, entitled “Phase 2 - Brand Strategy, New Brand Identity System,” is amended as follows:**

**“C. Completion Time:** The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- On or before the following date: March 31, 2022
- On or before \_\_\_\_ Business Days from \_\_\_\_\_.”

**Paragraph C of Task No. 3, entitled “Phase 2 - Brand Identity Testing and Design Survey,” is amended as follows:**

**“C. Completion Time:** The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- On or before the following date: March 31, 2022
- On or before \_\_\_\_ Business Days from \_\_\_\_\_.”

**Paragraph C of Task No. 4, entitled “Phase 2 - Creative Campaign Strategy and Creative Campaign Concepts,” is amended as follows:**

**“C. Completion Time:** The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- On or before the following date: June 30, 2022
- On or before \_\_\_\_ Business Days from \_\_\_\_\_.”

**Paragraph C of Task No. 5, entitled “Phase 2 - Creative Campaign Concept Survey,” is amended as follows:**

**“C. Completion Time:** The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- On or before the following date: June 30, 2022
- On or before \_\_\_\_ Business Days from \_\_\_\_\_.”

**Paragraph C of Task No. 6, entitled “Phase 2 - First Party Data Strategy,” is amended as follows:**

**C. Completion Time:** The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- On or before the following date: June 30, 2022
- On or before \_\_\_\_ Business Days from \_\_\_\_\_.”

**Paragraph C of Task No. 7, entitled “Phase 2 - Social Strategy,” is amended as follows:**

**C. Completion Time:** The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- On or before the following date: June 30, 2022
- On or before \_\_\_\_ Business Days from \_\_\_\_\_.”

**Paragraph C of Task No. 8, entitled “Phase 3 - Media Planning,” is amended as follows:**

**C. Completion Time:** The Consultant must complete the services and deliverable for this task in accordance with whichever one of the following time is marked:

- On or before the following date: June 30, 2022.
- On or before \_\_\_\_ Business Days from \_\_\_\_\_.”

# City of San José Contract/Agreement Transmittal Form

## Route Order

## Attached / Completed

## Electronically Signed

TO:  City Attorney  
 City Manager  
 City Clerk **OR** Return to  
Dept. (circle one)

Insurance Certificates / Waivers  Electronically Signed:  
 Business Tax Certificate  Audit Trail Attached (if applicable)  
 Contacted Clerk re: Form 700  Scanned Signature Authorization  
 Supplemental Memorandums (if applicable):

Type of Document: \_\_\_\_\_

Type of Contract: \_\_\_\_\_

### REQUIRED INFORMATION FOR ALL CONTRACTS:

Existing GILES # \_\_\_\_\_ -003

Contractor: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Contract Description: \_\_\_\_\_

Term Start Date: \_\_\_\_\_ Term End Date: \_\_\_\_\_ Extension: \_\_\_\_\_

Method of Procurement: \_\_\_\_\_ RFB, RFP or RFQ No.: \_\_\_\_\_ Date Conducted: \_\_\_\_\_

Agenda Date (if applicable): \_\_\_\_\_ Agenda Item No.: \_\_\_\_\_

Resolution No.: \_\_\_\_\_ Ordinance No.: \_\_\_\_\_

Original Contract Amount: \_\_\_\_\_ Amount of Increase/Decrease: \_\_\_\_\_

Option #: \_\_\_ of \_\_\_ Option Amount: \_\_\_\_\_ NTE/Updated Contract Amount: \_\_\_\_\_

Fund/Appropriation: \_\_\_\_\_

Form 700 Required (Selection mandatory for processing): Business Revenue Agreement: \_\_\_\_\_

Tax Certificate No.: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Department: \_\_\_\_\_

Department Contact: \_\_\_\_\_ Customer (Finance Only): Á' \_\_\_\_\_

Notes: \_\_\_\_\_

Department Director Signature:  \_\_\_\_\_ Date \_\_\_\_\_

Office of the City Manager Signature: \_\_\_\_\_ Date \_\_\_\_\_