



COUNTY OF SAN MATEO
Inter-Departmental Correspondence

Health System

DATE: August 20, 2009
BOARD MEETING DATE: September 22, 2009
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority

TO: Honorable Board of Supervisors

FROM: Jean S. Fraser, Chief, Health System
Brian J. Zamora, Director, Community Health

SUBJECT: Agreement with the City/County Association of Governments

RECOMMENDATION:

Adopt a Resolution authorizing the President of the Board to execute an Agreement with the City/County Association of Governments to provide public outreach services for the National Pollutant Discharge Elimination System permit requirements for the term July 1, 2009 to June 30, 2010, in an amount not to exceed \$296,928.

BACKGROUND:

City/County Association of Governments (C/CAG) is a joint powers agency. It is the administrative and policy-making authority responsible for program implementation and compliance with the National Pollutant Discharge Elimination System (NPDES) permit requirements issued by the California Regional Water Quality Control Board, San Francisco Bay Region. The cities, towns and the County of San Mateo are all co-permittees under a single Phase I NPDES stormwater permit. The San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) funding comes exclusively from C/CAG. C/CAG supports public education and outreach through the distribution of funds to organizations to provide expertise in managing their Public Information and Participation (PIP) Subcommittee.

Environmental Health manages programs that are vital to ensuring hazardous and damaging wastes do not pose a threat to public health or the environment. Since 1999, Environmental Health has received funds annually from C/CAG to manage the PIP Subcommittee with the goal to increase the public's knowledge and understanding of stormwater related issues. Effective July 1, 2007, C/CAG has



required an agreement to manage the PIP Subcommittee; funds for services will be rendered upon execution of the agreement.

DISCUSSION:

The SMCWPPP strategy to reduce pollution is to increase the number of individuals reached through public education. SMCWPPP employs various methods to increase public education and outreach. Throughout the year, Environmental Health coordinates and disseminates the integrated SMCWPPP and Household Hazardous Waste and Used Oil Collection outreach material at local events such as city festivals and the County Fair, and at school assemblies at many of the elementary schools. In addition, SMCWPPP creates new brochures, promotional items, pamphlets, and a website to disperse the message of water pollution prevention to a greater audience. The projects for FY 2009-10 include teacher training to increase stormwater and watershed awareness by school-age children, continuation of the Integrated Pest Management education and Point of Purchase Campaign, coordination of California Coastal Cleanup Day within the County, and purchase of air time for television commercials developed by SMCWPPP.

Funds granted to Environmental Health under this Agreement are dependent on the availability of C/CAG funds. The Agreement is late due to delays in C/CAG's approval. County Counsel has reviewed and approved this Agreement.

Approval of this Agreement contributes to the Shared Vision 2025 outcome of an environmentally conscious community by providing the necessary funds to provide outreach and education countywide regarding important environmental protection programs. These programs support Community Health's goal to educate and contact the community with public health messages and to reduce chemicals and other pollution in our environment and reaching our waterways.

Performance Measure(s):

Measure	FY 2008-09 Actual	FY 2009-10 Projected
Number of service contacts	600,000	600,000

FISCAL IMPACT:

The term of the Agreement is July 1, 2009 to June 30, 2010. The appropriation and revenue for FY 2009-10 is \$296,928 and is included in the Environmental Health tentatively Adopted FY2009-10 Budget. There is no Net County Cost associated with this program.