



**COUNTY OF SAN MATEO**  
Inter-Departmental Correspondence  
Health System



**DATE:** September 1, 2011  
**BOARD MEETING DATE:** October 4, 2011  
**SPECIAL NOTICE/HEARING:** None  
**VOTE REQUIRED:** Majority

**TO:** Honorable Board of Supervisors

**FROM:** Jean S. Fraser, Chief, Health System  
Dean D. Peterson, P.E., REHS, Director, Environmental 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, 2011 through June 30, 2014, in an amount not to exceed \$1,075,839.

**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 (EH) manages programs that are vital to ensuring hazardous and damaging wastes do not pose a threat to public health or the environment. Since 1999 EH 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. Since July 1, 2007, C/CAG has required an agreement to manage the PIP Subcommittee; funds for services will be available 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, EH coordinates and disseminates the integrated SMCWPPP, 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 July 1, 2011 through June 30, 2014 include teacher training to increase stormwater and watershed awareness to 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 outreach campaign for Proper Car-washing Practices.

Funds granted to EH 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 the Agreement and Resolution as to form.

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 EH’s goal to keep in touch with the community by education and public health messages on how to reduce chemicals and other pollution in our environment and prevent these from reaching our waterways. It is anticipated that 12,000 households will be served by the Household Hazardous Waste Program. Outreach and education efforts will be made available to these households so that they can properly manage their hazardous waste thereby assisting the community in becoming more environmentally conscious.

**Performance Measure(s):**

<b>Measure</b>	<b>FY 2010-11 Actual</b>	<b>FY 2011-12 Projected</b>
<b>Number of households served by Household Hazardous Waste Program</b>	<b>11,530</b>	<b>12,000*</b>

\* Due to program cuts, there have been a reduction of the number of households served by the Household Hazardous Waste Program

**FISCAL IMPACT:**

The term of the Agreement with the City/County Association of Governments is July 1, 2011 through June 30, 2014 for a total amount of \$1,075,839. The appropriations and revenue are included in EH FY 2011-12 Recommended Budget and will be included in the FY 2012-13 and FY 2013-14 budgets. There is no Net County Cost.

**RESOLUTION NO. \_\_\_\_\_**

**BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA**

\* \* \* \* \*

**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, 2011 THROUGH JUNE 30, 2014, IN AN AMOUNT NOT TO EXCEED \$1,075,839**

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**RESOLVED**, by the Board of Supervisors of the County of San Mateo, State of California, that

**WHEREAS**, Environmental Health (EH) manages programs that are vital in ensuring hazardous and damaging waste does not pose a threat to public health or the environment; and

**WHEREAS**, the San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) funding comes exclusively from the City/County Association of Governments (C/CAG), a joint powers agency, which 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; and

**WHEREAS**, C/CAG supports public education and outreach through the distribution of funds to organizations able to provide expertise in managing their

Public Information and Participation (PIP) Subcommittee; and

**WHEREAS**, the cities, towns and the County of San Mateo are all co-permittees under a single Phase I NPDES stormwater permit; and

**WHEREAS**, since 1999 C/CAG has provided funding to EH to manage the PIP Subcommittee with the goal to increase the public's knowledge and understanding of stormwater related issues; and

**WHEREAS**, this Board has been presented for its consideration and acceptance, an Agreement between the County and C/CAG for the term July 1, 2011 through June 30, 2014, to accept available funds not to exceed \$1,075,839 and has examined and approved the same as to form and content and desires to enter into the same.

**NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED** that the President of the Board of Supervisors be and is hereby authorized and directed to execute said Agreement for and on behalf of the County of San Mateo and the Clerk of this Board shall attest the President's signature thereto.

\* \* \* \* \*

AGREEMENT BETWEEN  
CITY/COUNTY ASSOCIATION OF GOVERNMENTS AND  
SAN MATEO COUNTY FOR PROFESSIONAL SERVICES

THIS AGREEMENT is entered into on \_\_\_\_\_, 2011, between the City/County Association of Governments ("C/CAG") and San Mateo County, hereinafter referred to as Consultant.

WHEREAS, C/CAG is a joint powers agency formed for the purpose of preparation, adoption and monitoring of a variety of county-wide state-mandated plans; and,

WHEREAS, C/CAG has determined that consulting assistance is required to facilitate the implementation of the Countywide Water Pollution Prevention Program; and

WHEREAS, Consultant has the capacity and is willing to provide C/CAG with such assistance and services.

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

1. Rendition of Services. Consultant agrees to provide C/CAG with the assistance and services as described in Exhibit A.
2. Payment. In consideration of Consultant providing the assistance and services described in Exhibit A, C/CAG shall reimburse Consultant at the rates shown in Exhibit A, not to exceed a maximum of one million seventy-five thousand eight hundred thirty-nine dollars (\$1,075,839) under this Agreement for fiscal years 2011-14.
3. Term of Agreement. This Agreement shall commence on July 1, 2011, and shall continue until June 30, 2014 unless terminated by either party upon thirty (30) days prior written notice.
4. Relationship of Parties. It is expressly understood that this is an agreement between two (2) independent entities and that no agency, employee, partnership, joint venture or other relationship is established by this Agreement. The intent by both County and C/CAG is to create an independent contractor relationship.

5. Indemnifications and Liability. C/CAG shall indemnify, keep and save harmless Consultant against any and all suits, claims or actions arising out of any intentional, reckless, or negligent conduct by C/CAG, its agents or employees in the course of C/CAG's performance of its responsibilities under this Agreement.

Consultant shall indemnify, keep and save harmless C/CAG, its directors, officers, employees and agents against any and all suits, claims or actions arising out of any intentional, reckless or negligent conduct by Consultant in the course of his performance of the responsibilities under this Agreement.

6. Workers' Compensation Coverage. C/CAG shall not be liable for any workers' compensation benefits payable to Consultant for performing services under this Agreement.

7. Assignment and Delegations. Neither C/CAG nor Consultant shall assign any of its rights or transfer any of its obligations under this Agreement without the prior written consent of the other party. Any attempt, not in accordance with this paragraph, to assign or delegate rights or obligations under this Agreement shall be ineffective, null and void.

8. Termination. In the event of termination of this Agreement for reasons other than Consultant's breach of the Agreement, Consultant shall be compensated for all services performed to the termination date together with reimbursable costs then due.

9. Non Discrimination. The parties shall not discriminate or permit discrimination against any person or group of persons on the basis of race, color, religion, national origin or ancestry, age, sex, sexual orientation, marital status, pregnancy, childbirth or related conditions, medical condition, mental or physical disability or veteran's status, or in any manner prohibited by federal, state or local laws.

10. Applicable Law. This Agreement, its interpretations and enforcement shall be governed by the laws of the State of California.

11. Binding on Successors. This Agreement is binding on and inures to the benefit of the successors of the parties.

12. Notices. Any notice which may be required under this Agreement shall be in writing, shall be effective when sent, and shall be given by personal service or by certified mail, return receipt requested, to the address set forth below or to such other addresses that may be specified in writing to all parties to this Agreement.

If to C/CAG: C/CAG Executive Director  
555 County Center, 5th Floor  
Redwood City, CA 94063

If to County: San Mateo County Division of Environmental Health  
Attn: Dean Peterson, Director  
2000 Alameda de las Pulgas, Suite 100  
San Mateo, CA 94403

13. Severability. If one or more of the provisions or paragraphs of this Agreement shall be found to be illegal or otherwise void or unenforceable, the remainder of this Agreement shall not be affected and shall remain in full force and effect.

14. Amendment of Agreement and Merger Clause. This Agreement, including the Exhibits attached hereto and incorporated herein by reference, constitutes the sole Agreement of the parties hereto with regard to the Services that are the subject hereof and correctly states the rights, duties and obligations of each party with regard thereto as of this document's date. In the event that any term, condition, provision, requirement or specification set forth in this body of this Agreement conflicts with or is inconsistent with any term, condition, provision, requirement or specification in any exhibit and/or attachment to this Agreement, the provisions in the body of this Agreement shall prevail. Any prior agreement, promises, negotiations, or representations between the parties regarding the Services that are the subject hereof not expressly stated in this document are not binding. All subsequent modifications shall be in writing and signed by the parties.

IN WITNESS HEREOF, the parties have caused this Agreement to be entered into as of the day and year set forth on page one of this Agreement.

COUNTY OF SAN MATEO

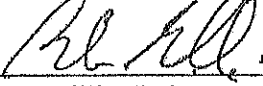
\_\_\_\_\_  
Carole Groom, President  
Board of Supervisors

Attest:

Date \_\_\_\_\_

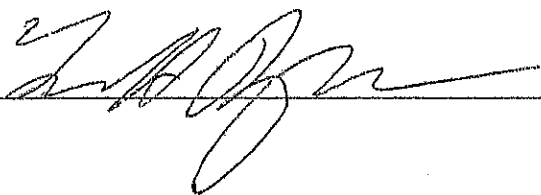
By \_\_\_\_\_  
Clerk of Said Board

CITY/COUNTY ASSOCIATION OF GOVERNMENTS

  
\_\_\_\_\_  
Bob Grassilli, Chair

Dated: \_\_\_\_\_

C/CAG LEGAL COUNSEL

  
\_\_\_\_\_

Dated: \_\_\_\_\_



## **EXHIBIT A**

Description of annual services and rates under the Agreement between City/County Association of Governments and San Mateo County for Professional Services contained in three parts:

Public Information and Outreach WORKPLAN for 2011-2012	pg 1-1 to 1-6
Public Information and Outreach WORKPLAN for 2012-2013	pg 2-1 to 2-6
Public Information and Outreach WORKPLAN for 2013-2014	pg 3-1 to 3-6



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Phone: (650) 372-6200

**C.7. Public Information and Outreach WORKPLAN for 2011-2012**

**Countywide Program Support: Description of Tasks**

**PIP Support Tasks**

A.1. PROVIDE SUPPORT TO PIP

Six PIP Meetings: create agenda, prepare notes, handouts, and outreach materials.	140 hours	\$21,420
Two Environmental Health employees to attend and report at meetings, take meeting minutes and distribute, and any follow-up.		

Other Agency Responsibilities

City/Town/County Co-Permittees:

- Attend and participate in six PIP meetings
- One volunteer to serve as Chairperson at meetings

A.2. REPORTING

<ul style="list-style-type: none"> <li>• Quarterly</li> <li>• Annual</li> </ul>	80 hours	\$12,240
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Other Agency Responsibilities

City/Town/County Co-Permittees:

- Submit 1/2 yearly report for section “C.7 Public Information and Outreach” to EOA for submittal to Regional Water Board. Reports due by the July and January TAC meetings.

A.3. ASSIST OTHER SUBCOMMITTEES

As needed: attend meetings, give presentations, assist with press releases and coordinate on outreach materials with other subcommittees.	60 hours	\$9,180
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**C.7.a. Storm Drain Inlet Marking**

No Contractor support.

Other Agency Responsibilities

City/Town/County Co-Permittees:

- Inspect and maintain storm drain markings of at least 80 percent of municipality maintained inlets to ensure they are legibly labeled with a no dumping message or



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equivalent once per permit term. In the 2013 Annual Report, report prior years' annual percentages.

- Verify that newly developed streets are marked prior to acceptance of the project. In the 2013 Annual Report, report prior years' annual number of projects accepted after inlet markings verified.

**C.7.b. Advertising Campaigns**

**B. SUPPORT REGIONAL AD CAMPAIGN**

Attend BASMAA monthly meetings to support the development of two regional ad campaigns, one on trash/litter and the other on urban pesticides. Participate in email, meeting prep, research, and follow-up.	60 hours	\$9,180
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Other Agency Responsibilities

City/County Association of Governments (C/CAG):

- Contribute population-based share to regional advertising campaign.

Regional/BASMAA:

- Target a broad audience with two separate advertising campaigns, one on trash/litter and the other on reducing impact of urban pesticides, within the permit cycle.
- Conduct pre-campaign and post-campaign surveys.

**C.7.c. Media Relations – Use of Free Media**

**C. LOCAL MEDIA PITCHES**

Conduct a minimum of two local media relations pitches (e.g. press release, public service announcements)	20 hours	\$3,060
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Other Agency Responsibilities

Regional/BASMAA:

- Conduct regional level pitches

**C.7.d. Stormwater Point of Contact**

**D.1. WEBSITE**

Maintain website, updating based on program needs. Publish contact information, printed materials, PSA's, and press releases. Send out Gov Delivery emails to subscribers.	170 hours	\$26,010
Track website visitor traffic with monthly reports.	20 hours	\$3,060
Payment for hosting website (1 year).	Payment	\$108
Translate key pages to Spanish (sub-contractor) And publish mirror pages with translated content (EH).	20 hours	\$3060



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Establish YouTube channel, host video contest	60 hours	\$9,180
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**D.2. RESPOND TO EMAILS & CALLS**

Respond to emails and calls from the public, organizations, cities, and co-permittees.	45 hours	\$6,885
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Other Agency Responsibilities

City/Town/County Co-Permittees:

- Contact for Illicit Discharge Coordinator
- Contact for Stormwater Business Inspector

City/County Association of Governments (C/CAG):

- Respond to media inquiries

**C.7.e. Public Outreach Events**

**E.1. PUBLIC OUTREACH EVENTS**

Staff approximately 10 events in 10 different municipalities to help cities/towns/unincorporated County meet permit requirements. Prioritize those that have more event requirements; track effectiveness of outreach and provide this information to the municipality for reporting purposes. Staff one County-wide event, publicized with PIP member help.	150 hours	\$22,950
Booth cost	Payment	\$500

Other Agency Responsibilities

City/Town/County Co-Permittees:

- Each municipality shall participate and/or host the number of events according to its population as shown in Table 7.1 Public Outreach Events. In the Annual Report list the events participated in and assess the effectiveness of efforts with appropriate measures.

**E.2. OUTREACH MATERIALS**

Order materials (research cost(s), setup order, review, process invoices, organize materials into storage for use) Provide outreach materials by request to nonprofits, schools, residents, and municipalities; evaluate request, gather materials, and arrange for pickup, delivery, or mailing.	130 hours	\$19,890
Outreach Materials	Materials	\$15,000



Other Agency Responsibilities

City/Town/County Co-Permittees:

- Request outreach materials at least two weeks before scheduled outreach event.
- Pickup new outreach materials at PIP meetings and make available to residents.

E.3. CAR WASH OUTREACH

Renew discount card with business partners. Continue with media advertisements with pollution prevention messages.	60 hours	\$9,180
Set up partnership with schools (replace fundraiser washes with cards)	60 hrs	\$9,180
Partner with water agencies (advertise through their bills, etc)	30 hrs	\$4,590
Materials and Advertising	Cost	\$6,000

**C.7.f. Watershed Stewardship Collaborative Efforts**

Partner with stewardship groups to coordinate spring cleanup events.	40 hours	\$6120
Direct residents to their local stewardship group for spring events.	20 hrs	\$3060
Materials and Advertising	Cost	\$2,000

Other Agency Responsibilities

City/Town/County Co-Permittees:

- Encourage and support watershed stewardship collaborative efforts of community groups. Coordinate with existing groups and encourage and support development of new groups. Report in each annual report, efforts undertaken and the results of these efforts, and provide an evaluation of the effectiveness of these efforts.

**C.7.g. Citizen Involvement Events**

G.1. CALIFORNIA COASTAL CLEANUP DAY

Coordinate the Countywide event with 30+ events spread throughout the Coast, the Bay, and Inland Creeks.	320 hours	\$48,960
Materials and Supplies	Materials	\$2,500

G.2. COMMUNITY ACTION GRANT

Update community action grant database. Mail postcards to over 300+ community groups and schools. Respond to questions and emails. Coordinate with the Project Lead (volunteer from PIP).	20 hours	\$3,060
Postcards	Materials	\$180



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Other Agency Responsibilities

City/County Association of Governments (C/CAG):

- Pay \$15,000 to grant recipients.

City/Town/County Co-Permittees:

- Each permittee shall sponsor and/or host the number of citizen events according to its population as shown in Table 7.2 Community Involvement Events.
  - *Note:* the Countywide California Coastal Cleanup Day counts as one event toward each permittees total. Permittees can also count one event for the awarding of the community action grant to an organization within their jurisdiction.
- One Volunteer from the PIP subcommittee to be the Contact person (Lead) for the Community Action Grant.

**C.7.h. School-Age Children Outreach**

H.1. SCHOOL ASSEMBLIES

Kindergarten through 5 <sup>th</sup> grade school assembly program.	40 hours	\$6,120
Contract with the Banana Slug String Band	Contract	\$20,000
Postage for Teacher Surveys	Materials	\$250

H.2. HIGH SCHOOL PRESENTATIONS

10-12 <sup>th</sup> grade “Water Pollution Prevention and Your Car” science and drivers education class presentations.	30 hours	\$4,590
Contract with Rock Steady	Contract	\$10,000

Other Agency Responsibilities

City/Town/County Co-Permittees:

- One Volunteer from the PIP subcommittee to work with Municipal Maintenance Committee volunteer to be a judge and present award at the Science Fair.

**C.7.i. Outreach to Municipal Officials**

No Contractor support.

Other Agency Responsibilities

City/Town/County Co-Permittees:

- At least once per permit cycle conduct outreach to municipal officials to increase overall awareness of stormwater and/or watershed message(s).



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**C.9.h. Pesticides Toxicity Control Public Outreach;**

**i. Point of Purchase Outreach**

**iii. Pest Control Contracting Outreach**

**i. I.1. PESTICIDES PUBLIC OUTREACH: OUR WATER, OUR WORLD**

Maintain retail partnership stores – visit stores a minimum of twice a year to update shelf talkers and fact sheets.	280 hours	\$42,840
Participate in regional meeting. Order, organize, store, and distribute materials.		
Present to the Master Gardeners in September. Conduct outreach to residents who hire or purchase pesticides, home gardeners, and college students taking landscaping classes, through presentations and tabling events.		
Partnership store supplies: fact sheets, shelf talkers, tape, literature rack, labels. Outreach materials for residents.	Materials	\$9,000

Other Agency Responsibilities

Regional/BASMAA:

- Coordinates Our Water, Our World Program with County partners: Arranges and solicits print runs, provides consultant to staff booths at trade shows, liaison with the corporate partners Home Depot and Orchard Supply Hardware. Arranges print advertising in magazines, newspapers, bus shelters, as determined at regional meetings.

**v. Outreach to Pest Control Operators**

**I.2. GREEN GARDENER TRAINING PROGRAM FOR LANDSCAPERS**

Sponsor the third series of classes in the Bay Area Green Gardener Program. Participate in Technical Advisory Committee.	20 hours	\$3,060
Sponsorship: ¼ of cost of implementing program	Sponsor	\$5,000

**TOTAL PROGRAM COSTS for 2011-2012**

**\$358,613**



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**C.7. Public Information and Outreach WORKPLAN for 2012-2013**

**Countywide Program Support: Description of Tasks**

**PIP Support Tasks**

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Two Environmental Health employees to attend and report at meetings, take meeting minutes and distribute, and any follow-up.		

Other Agency Responsibilities

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- Attend and participate in six PIP meetings
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Other Agency Responsibilities

City/Town/County Co-Permittees:

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equivalent once per permit term. In the 2013 Annual Report, report prior years' annual percentages.

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**C.7.b. Advertising Campaigns**

**B. SUPPORT REGIONAL AD CAMPAIGN**

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Other Agency Responsibilities

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Regional/BASMAA:

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**C.7.c. Media Relations – Use of Free Media**

**C. LOCAL MEDIA PITCHES**

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Other Agency Responsibilities

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**C.7.d. Stormwater Point of Contact**

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**D.2. RESPOND TO EMAILS & CALLS**

Respond to emails and calls from the public, organizations, cities, and co-permittees.	45 hours	\$6,885
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Other Agency Responsibilities

City/Town/County Co-Permittees:

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- Contact for Stormwater Business Inspector

City/County Association of Governments (C/CAG):

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**C.7.e. Public Outreach Events**

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Other Agency Responsibilities

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- Pickup new outreach materials at PIP meetings and make available to residents.

E.3. CAR WASH OUTREACH

Renew discount card with business partners. Continue with media advertisements with pollution prevention messages.	60 hours	\$9,180
Pilot partnership with schools (substitute cards for fundraisers washes)	60 hrs	\$9,180
Partner with water agencies (advertise through their bills, etc)	30 hrs	\$4,590
Materials and Advertising	Cost	\$6,000

**C.7.f. Watershed Stewardship Collaborative Efforts**

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**C.7.g. Citizen Involvement Events**

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Other Agency Responsibilities

City/County Association of Governments (C/CAG):

- Pay \$15,000 to grant recipients.

City/Town/County Co-Permittees:

- Each permittee shall sponsor and/or host the number of citizen events according to its population as shown in Table 7.2 Community Involvement Events.
  - *Note:* the Countywide California Coastal Cleanup Day counts as one event toward each permittees total. Permittees can also count one event for the awarding of the community action grant to an organization within their jurisdiction.
- One Volunteer from the PIP subcommittee to be the Contact person (Lead) for the Community Action Grant.

**C.7.h. School-Age Children Outreach**

H.1. SCHOOL ASSEMBLIES

Kindergarten through 5 <sup>th</sup> grade school assembly program.	40 hours	\$6,120
Contract with the Banana Slug String Band	Contract	\$20,000
Postage for Teacher Surveys	Materials	\$250

H.2. HIGH SCHOOL PRESENTATIONS

10-12 <sup>th</sup> grade “Water Pollution Prevention and Your Car” science and drivers education class presentations.	30 hours	\$4,590
Contract with Rock Steady	Contract	\$10,000

Other Agency Responsibilities

City/Town/County Co-Permittees:

- One Volunteer from the PIP subcommittee to work with Municipal Maintenance Committee volunteer to be a judge and present award at the Science Fair.

**C.7.i. Outreach to Municipal Officials**

No Contractor support.

Other Agency Responsibilities

City/Town/County Co-Permittees:

- At least once per permit cycle conduct outreach to municipal officials to increase overall awareness of stormwater and/or watershed message(s).



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**C.9.h. Pesticides Toxicity Control Public Outreach;**

**i. Point of Purchase Outreach**

**iii. Pest Control Contracting Outreach**

**i. I.1. PESTICIDES PUBLIC OUTREACH: OUR WATER, OUR WORLD**

Maintain retail partnership stores – visit stores a minimum of twice a year to update shelf talkers and fact sheets.	280 hours	\$42,840
Participate in regional meeting. Order, organize, store, and distribute materials.		
Present to the Master Gardeners in September. Conduct outreach to residents who hire or purchase pesticides, home gardeners, and college students taking landscaping classes, through presentations and tabling events.		
Partnership store supplies: fact sheets, shelf talkers, tape, literature rack, labels. Outreach materials for residents.	Materials	\$9,000

Other Agency Responsibilities

Regional/BASMAA:

- Coordinates Our Water, Our World Program with County partners: Arranges and solicits print runs, provides consultant to staff booths at trade shows, liaison with the corporate partners Home Depot and Orchard Supply Hardware. Arranges print advertising in magazines, newspapers, bus shelters, as determined at regional meetings.

**v. Outreach to Pest Control Operators**

**I.2. GREEN GARDENER TRAINING PROGRAM FOR LANDSCAPERS**

Sponsor the third series of classes in the Bay Area Green Gardener Program. Participate in Technical Advisory Committee.	20 hours	\$3,060
Sponsorship: ¼ of cost of implementing program	Sponsor	\$5,000

**TOTAL PROGRAM COSTS for 2012-2013**

**\$358,613**



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**C.7. Public Information and Outreach WORKPLAN for 2013-2014**

**Countywide Program Support: Description of Tasks**

**PIP Support Tasks**

A.1. PROVIDE SUPPORT TO PIP

Six PIP Meetings: create agenda, prepare notes, handouts, and outreach materials.	140 hours	\$21,420
Two Environmental Health employees to attend and report at meetings, take meeting minutes and distribute, and any follow-up.		

Other Agency Responsibilities

City/Town/County Co-Permittees:

- Attend and participate in six PIP meetings
- One volunteer to serve as Chairperson at meetings

A.2. REPORTING

<ul style="list-style-type: none"> <li>• Quarterly</li> <li>• Annual</li> </ul>	80 hours	\$12,240
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Other Agency Responsibilities

City/Town/County Co-Permittees:

- Submit 1/2 yearly report for section “C.7 Public Information and Outreach” to EOA for submittal to Regional Water Board. Reports due by the July and January TAC meetings.

A.3. ASSIST OTHER SUBCOMMITTEES

As needed: attend meetings, give presentations, assist with press releases and coordinate on outreach materials with other subcommittees.	60 hours	\$9,180
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**C.7.a. Storm Drain Inlet Marking**

No Contractor support.

Other Agency Responsibilities

City/Town/County Co-Permittees:

- Inspect and maintain storm drain markings of at least 80 percent of municipality maintained inlets to ensure they are legibly labeled with a no dumping message or



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equivalent once per permit term. In the 2013 Annual Report, report prior years' annual percentages.

- Verify that newly developed streets are marked prior to acceptance of the project. In the 2013 Annual Report, report prior years' annual number of projects accepted after inlet markings verified.

**C.7.b. Advertising Campaigns**

**B. SUPPORT REGIONAL AD CAMPAIGN**

Attend BASMAA monthly meetings to support the development of two regional ad campaigns, one on trash/litter and the other on urban pesticides. Participate in email, meeting prep, research, and follow-up.	60 hours	\$9,180
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Other Agency Responsibilities

City/County Association of Governments (C/CAG):

- Contribute population-based share to regional advertising campaign.

Regional/BASMAA:

- Target a broad audience with two separate advertising campaigns, one on trash/litter and the other on reducing impact of urban pesticides, within the permit cycle.
- Conduct pre-campaign and post-campaign surveys.

**C.7.c. Media Relations – Use of Free Media**

**C. LOCAL MEDIA PITCHES**

Conduct a minimum of two local media relations pitches (e.g. press release, public service announcements)	20 hours	\$3,060
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Other Agency Responsibilities

Regional/BASMAA:

- Conduct regional level pitches

**C.7.d. Stormwater Point of Contact**

**D.1. WEBSITE**

Maintain website, updating based on program needs. Publish contact information, printed materials, PSA's, and press releases. Send out Gov Delivery emails to subscribers.	170 hours	\$26,010
Track website visitor traffic with monthly reports.	20 hours	\$3,060
Payment for hosting website (1 year).	Payment	\$108
Translate key pages to Spanish (sub-contractor) And publish mirror pages with translated content (EH).	20 hours	\$3060



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Establish YouTube channel, host video contest	60 hours	\$9,180
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**D.2. RESPOND TO EMAILS & CALLS**

Respond to emails and calls from the public, organizations, cities, and co-permittees.	45 hours	\$6,885
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Other Agency Responsibilities

City/Town/County Co-Permittees:

- Contact for Illicit Discharge Coordinator
- Contact for Stormwater Business Inspector

City/County Association of Governments (C/CAG):

- Respond to media inquiries

**C.7.e. Public Outreach Events**

**E.1. PUBLIC OUTREACH EVENTS**

Staff approximately 10 events in 10 different municipalities to help cities/towns/unincorporated County meet permit requirements. Prioritize those that have more event requirements; track effectiveness of outreach and provide this information to the municipality for reporting purposes. Staff one County-wide event, publicized with PIP member help.	150 hours	\$22,950
Booth cost	Payment	\$500

Other Agency Responsibilities

City/Town/County Co-Permittees:

- Each municipality shall participate and/or host the number of events according to its population as shown in Table 7.1 Public Outreach Events. In the Annual Report list the events participated in and assess the effectiveness of efforts with appropriate measures.

**E.2. OUTREACH MATERIALS**

Order materials (research cost(s), setup order, review, process invoices, organize materials into storage for use) Provide outreach materials by request to nonprofits, schools, residents, and municipalities; evaluate request, gather materials, and arrange for pickup, delivery, or mailing.	130 hours	\$19,890
Outreach Materials	Materials	\$15,000





Other Agency Responsibilities

City/Town/County Co-Permittees:

- Request outreach materials at least two weeks before scheduled outreach event.
- Pickup new outreach materials at PIP meetings and make available to residents.

E.3. CAR WASH OUTREACH

Renew discount card with business partners. Continue with media advertisements with pollution prevention messages.	60 hours	\$9,180
Expand partnership with schools (sub cards for fundraisers washes)	60 hrs	\$9,180
Partner with water agencies (advertise through their bills, etc)	30 hrs	\$4,590
Materials and Advertising	Cost	\$6,000

**C.7.f. Watershed Stewardship Collaborative Efforts**

Partner with stewardship groups to coordinate spring cleanup events.	40 hours	\$6,120
Direct residents to their local stewardship group for spring events.	20 hrs	\$3,060
Materials and Advertising	Cost	\$2,000

Other Agency Responsibilities

City/Town/County Co-Permittees:

- Encourage and support watershed stewardship collaborative efforts of community groups. Coordinate with existing groups and encourage and support development of new groups. Report in each annual report, efforts undertaken and the results of these efforts, and provide an evaluation of the effectiveness of these efforts.

**C.7.g. Citizen Involvement Events**

G.1. CALIFORNIA COASTAL CLEANUP DAY

Coordinate the Countywide event with 30+ events spread throughout the Coast, the Bay, and Inland Creeks.	320 hours	\$48,960
Materials and Supplies	Materials	\$2,500

G.2. COMMUNITY ACTION GRANT

Update community action grant database. Mail postcards to over 300+ community groups and schools. Respond to questions and emails. Coordinate with the Project Lead (volunteer from PIP).	20 hours	\$3,060
Postcards	Materials	\$180



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