

**AMENDMENT (No. 2) TO THE AGREEMENT BETWEEN THE CITY/COUNTY  
ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY AND SAN MATEO  
COUNTY'S DIVISION OF ENVIRONMENTAL HEALTH**

**WHEREAS**, the Board of Directors of the City/County Association of Governments for San Mateo County (hereinafter referred to as C/CAG) and San Mateo County's Division of Environmental Health (hereinafter referred to as Consultant) are parties to an agreement for consulting services dated June 9, 2011 (the "Existing Agreement") and subsequently amended on August 8, 2013; and

**WHEREAS**, C/CAG desires ongoing consulting services to meet requirements in the San Francisco Bay Regional Water Quality Control Board's Municipal Regional Permit; and

**WHEREAS**, under the Existing Agreement, Consultant will provide education and outreach services consistent with the requirements of the Municipal Regional Permit through December 31, 2014; and

**WHEREAS**, the current five-year term of the Municipal Regional Permit ends on November 30, 2014, but reissuance for the next five-year term is not expected until July 2015; and

**WHEREAS**, Regional Water Quality Control Board staff has indicated it will administratively extend the current Municipal Regional Permit until a revised permit is adopted, thereby continuing the existing permit requirements; and

**WHEREAS**, Consultant submitted a workplan and budget of \$162,020 to continue providing outreach and education services under the existing Municipal Regional Permit requirements between January 1 and June 30, 2015; and

**WHEREAS**, Consultant and C/CAG wish to extend the Existing Agreement for an additional six months and an additional payment of up to \$162,020;


**IT IS HEREBY AGREED** by C/CAG and Consultant that:

1. The Existing Agreement is amended to provide that Consultant will provide the consulting services described in Exhibit A attached to this Amendment (the "Extended Scope of Work") under the terms and conditions of the Existing Agreement, as amended hereby.
2. The Existing Agreement is amended to provide that the funding provided to Consultant by C/CAG for the Extended Scope of Work will be no more than \$162,020 for services in the second half of Fiscal Year 2014-15 (January through June, 2015).
3. The Existing Agreement is amended to provide that its term is extended to June 30, 2015.
4. The Existing Agreement is amended to provide that payment for services for the Extended Scope of Work shall be on a time and materials basis, based upon the

receipt of invoices for the actual costs, and with services to be performed only upon the request of C/CAG staff after review of specific work plans for individual tasks.

5. All other provisions of the Existing Agreement shall remain in full force and effect.
6. The terms hereof amending the Existing Agreement shall take effect upon signature by both parties.
7. In the event of a conflict between the terms of this Amendment and the terms of the Existing Agreement, the terms of this Amendment shall prevail.

For C/CAG:



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Mary Ann Nihart, Chair

Date: 10/27/14

For Consultant:

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Signature

By: \_\_\_\_\_

IN WITNESS WHEREOF, the parties hereto, by their duly authorized representatives, have affixed their hands.

COUNTY OF SAN MATEO

By: \_\_\_\_\_  
President, Board of Supervisors, San Mateo County

Date: \_\_\_\_\_

ATTEST:

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

## **EXHIBIT A**

Description of annual services and rates under an amendment to the agreement between City/County Association of Governments and County of San Mateo.

Public Information and Outreach WORKPLAN for January 1, 2015 – June 30, 2015



**C.7. Public Information and Outreach WORKPLAN**  
**January to June 2015**  
**Countywide Program Support: Description of Tasks**

**PIP SUPPORT TASKS**

**A.1. PROVIDE SUPPORT TO PIP**

|   |          |         |
|---|----------|---------|
| <ul style="list-style-type: none"> <li>Two PIP Meetings: create agenda, prepare notes, handouts, and outreach materials.</li> <li>Two Environmental Health employees to attend and report at meetings, take meeting minutes and distribute, and any follow-up.</li> <li>Provide additional support as needed to program coordinator and PIP members.</li> </ul> | 50 hours | \$7,650 |
|---|----------|---------|

Other Agency Responsibilities

City/Town/County Co-Permittees:

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

**A.2. REPORTING**

|   |          |         |
|---|----------|---------|
| <ul style="list-style-type: none"> <li>Bi-annual (C/CAG)</li> <li>Annual (RWQCB)</li> </ul> | 45 hours | \$6,885 |
|---|----------|---------|

Other Agency Responsibilities

City/Town/County Co-Permittees:

- Each municipality shall report outreach activities conducted in their jurisdiction, including events staffed by Environmental Health on their behalf. Environmental Health will provide a written event debrief for jurisdictions to use in their annual report.

**A.3. ASSIST OTHER SUBCOMMITTEES**

|  |          |         |
|--|----------|---------|
| As needed: attend meetings, give presentations, assist with press releases and coordinate on outreach materials with other subcommittees and municipalities. | 15 hours | \$2,295 |
|--|----------|---------|

**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 equivalent once per permit term
- Verify that newly developed streets are marked prior to acceptance of the project.

**C.7.b. ADVERTISING CAMPAIGNS**

B.1 BASMAA PARTICIPATION

|   |          |         |
|---|----------|---------|
| Attend BASMAA monthly meetings to support two regional ad campaigns, one on trash/litter and the other on urban pesticides. Participate in email, meeting prep, research, and follow-up. Act as PIP chair for remainder of 2015 fiscal year, and report to BASMAA board and Countywide Program PIP committee. | 40 hours | \$6,120 |
|---|----------|---------|

B.2 LOCALLY IMPLEMENT REGIONAL AD CAMPAIGNS

|   |          |         |
|---|----------|---------|
| Provide input on development of regional outreach materials. Produce and implement regional materials for use at local events, promotions, and campaigns as needed. Conduct a minimum of 2 events specifically focused on the litter campaign at various locations in the County. | 20 hours | \$3,060 |
| Materials and Advertising   | Cost     | \$250   |

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.

**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) to include promotion of rain barrel discount program | 25 hours | \$3,825 |
|--|----------|---------|

Other Agency Responsibilities

Regional/BASMAA:

- Conduct regional level pitches



**C.7.d. STORMWATER POINT OF CONTACT**

D.1. WEBSITE

|  |           |          |
|--|-----------|----------|
| Maintain email and website, updating based on program needs. Publish contact information, printed materials, PSA's, and press releases. Send out emails to subscribers. Track website visitor traffic with monthly reports. Review watershed group websites monthly and add events to online calendar. | 130 hours | \$19,890 |
| Payment for hosting website (1 year).  | Payment   | \$120    |
| Contractor technical support for troubleshooting and special projects  | Cost      | \$10,000 |

D.2. RESPOND TO EMAILS, COMMENTS & CALLS

|  |          |         |
|--|----------|---------|
| Provide public contact information and respond to emails and calls from the public, organizations, cities, and co-permittees. Respond to comments on social media. | 20 hours | \$3,060 |
|--|----------|---------|

D.3. SOCIAL MEDIA

|   |          |          |
|---|----------|----------|
| Use Flowstobay branded outlets such as Facebook, Twitter, Instagram, and You Tube to reach and interact with local media, citizens, and groups, and to drive visitors to the website. Track effectiveness with metrics such as number of video views, FB friends and Twitter followers, and active response to postings (comments, discussion, re-posting on personal or media sites). Adjust use of particular channels in response to tracking results. | 90 hours | \$13,770 |
| Advertising   | Cost     | \$1,000  |

Other Agency Responsibilities

City/Town/County Co-Permittees:

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

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

- Respond to media inquiries, and review drafts of press releases.

SMCWPPP Subcommittees:

- Maintain committee web pages with oversight from Environmental Health

**C.7.e. PUBLIC OUTREACH EVENTS**

E.1. PUBLIC OUTREACH EVENTS

|  |          |         |
|--|----------|---------|
| Staff approximately 5 events in 5 different municipalities to help | 60 hours | \$9,180 |
|--|----------|---------|



|   |         |       |
|---|---------|-------|
| 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. |         |       |
| Booth cost  | Payment | \$100 |

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 of the MRP for 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. Track organization requests. | 20 hours  | \$3,060 |
| Outreach Materials   | Materials | \$2,500 |

Other Agency Responsibilities

City/Town/County Co-Permittees:

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

E.3. CAR WASH OUTREACH

|  |          |         |
|--|----------|---------|
| Work with Car Wash business partners to promote use of commercial car washes. Continue with media advertisements with pollution prevention messages. | 25 hours | \$3,825 |
| Materials and Advertising  | Cost     | \$1,500 |

**C.7.f. WATERSHED STEWARDSHIP COLLABORATIVE EFFORTS**

**F.1 WATERSHED GROUPS GUIDE**

|   |       |     |
|---|-------|-----|
| The Watershed Groups Guide will be updated during the first half of FY 14-15. | 0 hrs | \$0 |
|---|-------|-----|

**F.2 SPRING CLEANUP EVENTS**

|  |          |         |
|--|----------|---------|
| Direct residents to their local stewardship group for spring events and involvement, and update web contact information. Promote involvement via FB, Twitter, YT, and tabling events. Coordinate with stewardship groups and municipalities to promote existing spring cleanup events. | 40 hours | \$6,120 |
|--|----------|---------|





|                           |      |         |
|---------------------------|------|---------|
| Materials and Advertising | Cost | \$1,500 |
|---------------------------|------|---------|

**F.3 OUTREACH TO NEW AND EXISTING GROUPS**

|  |          |         |
|--|----------|---------|
| Increase engagement with existing watershed stewardship groups, and work to identify and engage new groups for the purpose of expanding public involvement in stormwater issues. | 60 hours | \$9,180 |
| Materials and Advertising  | Cost     | \$2,000 |

Other Agency Responsibilities

City/Town/County Co-Permittees:

- Each jurisdiction shall report on the results and effectiveness of efforts to encourage and support watershed stewardship collaborative efforts of community groups, and the development of new groups.

**C.7.g. CITIZEN INVOLVEMENT EVENTS**

G.1. CALIFORNIA COASTAL CLEANUP DAY

|   |          |         |
|---|----------|---------|
| Preliminary work to coordinate the state- initiated September cleanup event countywide. | 15 hours | \$2,295 |
|---|----------|---------|

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.

**C.7.h. SCHOOL-AGE CHILDREN OUTREACH**

H.1. SCHOOL ASSEMBLIES

|   |          |          |
|---|----------|----------|
| Kindergarten through 5 <sup>th</sup> grade school assembly program. | 20 hours | \$3,060  |
| Contract with the Banana Slug String Band                           | Contract | \$10,000 |

H.2. MIDDLE AND HIGH SCHOOL PRESENTATIONS

|  |           |         |
|--|-----------|---------|
| 6-12 <sup>th</sup> grade presentations/events for water pollution prevention | 50 hours  | \$7,650 |
| Materials for outreach   | Materials | \$500   |

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.
- Assist as needed with contacting schools for the purpose of scheduling outreach presentations.

**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).

**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 year to update shelf talkers and fact sheets. Order, organize, store, and distribute materials. Conduct outreach to residents who purchase pesticides or hire home gardeners, through presentations and tabling events. Conduct training to store employees about IPM and program materials. Participate in regional meetings. Provide information to residents on Pest Control Operators trained in IPM. | 125 hours | \$19,125 |
| Partnership store supplies: fact sheets, shelf talkers, tape, literature rack, labels. Outreach materials for residents.  | Materials | \$2,500  |

Other Agency Responsibilities

Regional/BASMAA:

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

**v. Outreach to Pest Control Operators**

**I.2. PROMOTE IPM TRAINING**

|   |           |     |
|---|-----------|-----|
| Promotion of IPM training courses for landscaping and structural pest control operators registered in San Mateo County will take place during the first half of FY 14-15. | 0 hours   | \$0 |
| Promotional Materials   | Materials | \$0 |

**TOTAL PROGRAM COSTS 1/-6/ 2015**

**\$162,020**