



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



**Date:** August 27, 2013  
**Board Meeting Date:** October 8, 2013  
**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:** Amendment to agreement with the City/County Association of Governments

**RECOMMENDATION:**

Adopt a Resolution authorizing an amendment to the agreement with the City/County Association of Governments for the County to provide public outreach services, extending the term through December 31, 2014, and increasing the amount by \$213,962 to an amount not to exceed \$1,289,801.

**BACKGROUND:**

On October 4, 2011, your Board approved an agreement with the City/County Association of Governments (C/CAG) for the County to provide public outreach services for the National Pollutant Discharge Elimination System (NPDES) permit requirements for a maximum amount of \$1,075,839 for the term July 1, 2011 through June 30, 2014.

C/CAG is the administrative and policy-making authority responsible for compliance with NPDES permit requirements issued by the Regional Water Quality Control Board. The cities, towns and the County of San Mateo are all co-permittees under a single NPDES stormwater permit. C/CAG funds the San Mateo Countywide Water Pollution Prevention Program ("Pollution Prevention Program") to do public education and outreach on stormwater issues.

Since 1999 Environmental Health has received funds annually from C/CAG to manage the Public Information and Participation (PIP) Subcommittee with the goal to increase the public's knowledge and understanding of stormwater-related issues.

**DISCUSSION:**

The Pollution Prevention Program strategy to reduce pollution is to increase the number of individuals reached through public education. Throughout the year, Environmental Health coordinates and disseminates integrated Pollution Prevention Program,

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, the Pollution Prevention Program creates new brochures, promotional items, pamphlets, and a website to disseminate 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 the stormwater and watershed awareness of 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 an outreach campaign for proper car washing practices.

C/CAG determined additional consulting services by Environmental Health are needed to provide technical assistance through December 31, 2014 in meeting the outreach and education requirements of the Regional Water Quality Control Board Permit.

The amendment and Resolution have been reviewed and approved by County Counsel as to form.

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. It is anticipated that 5,000 volunteers will participate in FY 2013-14 Coastal Cleanup Day.

**PERFORMANCE MEASURE(S):**

<b>Measure</b>	<b>FY 2012-13 Actual</b>	<b>FY 2013-14 Projected</b>
Number of Coastal Cleanup Day volunteers within San Mateo County	4,490	5,000

**FISCAL IMPACT:**

The term of this agreement is July 1, 2011 through December 31, 2014. The amount of the agreement is not to exceed \$1,289,801. The revenue and appropriations are included in the FY 2013-14 and FY 2014-15 approved budgets. There is no Net County Cost.