

**AMENDMENT (No. 1) 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

WHEREAS, C/CAG desires ongoing consulting services to meet requirements in the Municipal Regional Permit; and

WHEREAS, Consultant submitted a revised workplan and budget of \$575,572 (\$213,962 in additional costs) for services it will provide under an extension and amendment of the Existing Agreement during Fiscal Year 2013-14 and the first half of Fiscal Year 2014-15 (through December 31, 2014); and

WHEREAS, Consultant and C/CAG wish to extend the Existing Agreement for an additional 6 months and an additional payment of \$213,962.

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 \$575,572 (\$213,962 in additional costs) for Fiscal Year 2013-14 and the first half of Fiscal Year 2014-15 (through December 2014).
3. The Existing Agreement is amended to provide that its term is extended to December 31, 2014.
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:



Brandt Grotte, Chair

Date: 8 - AUG 2013

For Consultant:

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 July 1, 2013 – December 31, 2014



Alameda De Las Pulgas, Suite 100
San Mateo, CA 94403
www.smchealth.org
Phone: (650) 372-6200

C.7. Public Information and Outreach WORKPLAN
July 2013- December 2014
Countywide Program Support: Description of Tasks

PIP SUPPORT TASKS

A.1. PROVIDE SUPPORT TO PIP

<ul style="list-style-type: none"> • Nine bi-monthly PIP meetings: create agenda, prepare notes, handouts, and outreach materials. • Two Environmental Health employees to attend and report at meetings, take meeting minutes and distribute, and any follow-up. • Provide additional support as needed to program coordinator and PIP members. 	230 hours	\$35,190
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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"> • Semi-Annual • Annual 	140 hours	\$21,420
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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.	65 hours	\$9,945
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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 equivalent once per permit term. In the 2013 Annual Report, report prior years' annual percentages.



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- 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.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 BASMAA PIP chair, and report to BASMAA board and Countywide Program PIP committee.	105 hours	\$16,065
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B.2 LOCALLY IMPLEMENT REGIONAL AD CAMPAIGNS

Provide input on development of regional outreach materials and projects. Produce and implement regional materials for use at local events, promotions, and campaigns as needed. Conduct a minimum of 7 events specifically focused on the litter campaign at various locations in the County.	125 hours	\$19,125
Materials and Advertising	Cost	\$3,000

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 three local media relations pitches, either generated independently or by tailoring regional pitches for local use (e.g. press release, public service announcements).	30 hours	\$4,590
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Other Agency Responsibilities

Regional/BASMAA:

- Conduct regional level pitches

C.7.d. STORMWATER POINT OF CONTACT

D.1. WEBSITE



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Maintain email and website, updating based on program needs. Publish contact information, printed materials, PSA's, and press releases. Send out emails using subscription service. Track website visitor traffic with monthly reports.	330 hours	\$50,490
Payment for hosting website (1 year).	Payment	\$110

D.2. RESPOND TO EMAILS & CALLS

Provide public contact information and respond to emails and calls from the public, organizations, cities, and co-permittees.	70 hours	\$10,710
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D.3. SOCIAL MEDIA

Use Flowstobay branded outlets such as Facebook, Twitter, 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
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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 15 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.	180 hours	\$27,540
Booth cost	Payment	\$300

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



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Report list the events participated in and assess the effectiveness of efforts with appropriate measures.

E.2. OUTREACH MATERIALS

Order materials (research cost(s), review and process invoices, store materials) 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.	180 hours	\$27,540
Outreach Materials	Materials	\$15,000

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

Monitor use of discount card with business partners. Continue with media advertisements with pollution prevention messages.	30 hours	\$4,590
Materials and Advertising	Cost	\$5,000

C.7.f. WATERSHED STEWARDSHIP COLLABORATIVE EFFORTS

F.1 WATERSHED GROUPS GUIDE

Direct residents to their local stewardship group for spring events and other types of involvement, and update web contact information. Promote citizen involvement via FB, Twitter, YT, and tabling events. Review group websites monthly and add events to online calendar.	35 hours	\$5,355
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F.2 SPRING CLEANUP EVENTS

Coordinate with stewardship groups and municipalities to promote existing spring cleanup events.	40 hours	\$6,120
Materials and Advertising	Cost	\$3,000

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.	150 hours	\$22,950
Materials and Advertising	Cost	\$3,500
Marketing Contractor	Cost	\$25,000

Other Agency Responsibilities

City/Town/County Co-Permittees:



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- 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

Coordinate the 2013 and 2014 state- initiated September events countywide, working with 30+ sites spread throughout the county. Work with event coordinators and report results to PIP and the State.	620 hours	\$94,860
Materials and Supplies	Materials	\$7,000

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 th grade school assembly program.	70 hours	\$10,710
Contract with the Banana Slug String Band	Contract	\$30,000

H.2. HIGH SCHOOL PRESENTATIONS

8-12 th grade presentations/events for water pollution prevention	160 hours	\$24,480
Materials for outreach	Materials	\$3,000

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.
- 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).



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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. Order, organize, store, and distribute materials. Conduct outreach to residents who purchase pesticides or hire home gardeners, and college students taking landscaping classes, 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.	375 hours	\$57,375
Partnership store supplies: fact sheets, shelf talkers, tape, literature rack, labels. Outreach materials for residents.	Materials	\$10,000

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

Promote IPM training courses for landscaping and structural pest control operators registered in San Mateo County.	30 hours	\$4,590
Promotional Materials	Materials	\$250

TOTAL PROGRAM COSTS for July 2013 – Dec. 2014

\$572,575